

Here is a **'Powerful Technique'** that will instantly boost **Your Power to Influence Individuals and Groups.**

Just to build the context, for over two decades I have been leading personal & group transformation events for *CXO's* all over the world, and I have tested **this particular technique** successfully in my own events. **You** can learn it **easily.**

It is called **PRIMING.** Priming is the means by which you **activate a mindset.** Research shows that you can prime people and put them in certain mindsets just by exposing them to certain words or ideas related to a mindset. Priming is more powerful if it occurs outside of your conscious threshold.

Some Evidence From Research

Researchers in a study subliminally primed people with either the logo from Apple, a company that stands for innovation and creativity or the logo of a conservative non-creative company. The logos were shown only for thirteen milliseconds, so people were not really aware that they were exposed to those logos. However people who were flashed with Apple's logo exhibited higher creativity than did people who were exposed to the logo of the conservative non-creative company. People who were exposed to Apple's logo when asked to list unusual uses of a brick generated a way longer list than others who were primed with the logo of the other company.

How You May Use It

Let us say that you want your client to be open to new ideas. It means you need your client to experience your offer through the mindset of openness. You can simply do this by simply exposing your client to an example of open-mindedness, a few minutes before you present your message. The more detailed the conversation, the stronger would be the activation of the mindset.

Want More Charisma, Influence, & Persona Power Quickly & Easily

You may want to visit www.universityoflife.in and sign up for **FREE 'MTP Power Reports'** that **cut the clutter** and give **You more** Charisma, Influence, & Personal Power.

Thanks for reading. Leave a comment and share your experience and perception about the power of Priming.

Take care. Shine Your Light :-)

Dr. Maruti Sharma