

Embedded Commands

An embedded command is a technique used to communicate to the conscious mind while also sending a message to the subconscious mind. The idea is to actually bypass the conscious mind and communicate directly to the subconscious mind. Embedded commands is a technique commonly used in marketing and advertising. Often, the embedded commands are small fragments that fit into the full sentence and which are digested by the conscious mind. For example, Pepsi used to have the slogan “Have a Pepsi Day.” The embedded command was “Have a Pepsi.”

The most effective embedded commands are short and concise; they should be no longer than two to four words. It is much easier to use these commands in persuasive writing because you can visually highlight the command. When using this technique, first determine what exactly you are trying to say to your audience. Then, create the sentences where the embedded words and phrase will logically and contextually fit. Finally, set the embedded commands apart in some visual way: italicize, bold, underline, highlight, or use a different color.

Embedded commands are also a powerful tool in speaking. Certain phrases have specific command forms that follow the “two to four words” rule. Phrases can include word associations, cause and effect statements, presuppositions, questions, hidden suggestions, or analogies. Essentially, we are looking for phrases that jump out at us. Consider the following:

- Become wealthy
- Use this material
- Going to happen
- Feel good
- Act now
- Buy now
- How good it feels
- Read each word
- Follow my lead
- Change your life

- Become really interested
- Use this process
- Enjoy life
- Learn how
- You will understand
- Learn quickly
- Use this skill
- Improve your results

Studies show that embedded commands can actually change our attitudes or beliefs, even if we are totally unaware. It is in this way that the embedded commands are effective: The conscious mind has no opportunity to analyze or evaluate the material. We then can create expectations of behavioral changes with embedded commands as well as with direct and indirect suggestions. The subconscious mind will create an internal reality to match the commands.