

Mental Programming of Top Persuaders

The psychological edge gained by top persuaders cannot be overemphasized. How do great persuaders prepare their minds for success? What is their mental process before, during, and after the persuasion cycle? This mental aspect is one of the most important (and usually neglected) traits of success.

Almost everyone wants to accomplish their dreams, achieve more, become a better person, or pursue bigger and better goals. And we often know exactly what we need to do to make these things happen. So why don't we do them? Why do we fall short of our dreams and aspirations?

Writing down your goals coupled with a strong desire to reach them won't automatically bring success if you overlook this one vital detail: Successes are not achieved if they aren't first conceived mentally. We are told all the time to be positive, to change that attitude, to have a good outlook. In fact, we are so bombarded with these messages that they are easy to tune out. We gloss over "think positive" messages, saying, "Yeah, yeah, yeah, I've heard that before. Now get to the meat."

In this chapter, we're going to talk about much more than just positive attitudes—I call it "mental programming." This mind training or self-persuasion is what gives great persuaders the psychological edge. It's true that "you'll only achieve it once the mind believes it." By "programming" our minds, we dictate our future. It's just that simple. Think of your loftiest goals, your greatest aspirations. Do you really believe you can achieve them, deep down? Do you? If you can't visualize your success, you are unlikely to ever experience it in real life. We are always thinking and processing information, and our thoughts either propel us closer to our goals or drive us away from our dreams. We have a choice. It is critical that our "mental programming" is always geared to our advantage.

Great persuaders have to forget their past mistakes and focus on their future potential. Rest assured that this is something you can reprogram yourself to do. We all try to hide our mistakes and shortcomings, but you can only bury them for so long before they come back to haunt you. Identify your feelings and where they are taking you. Learn to handle those feelings, thoughts, and emotions on your own. Don't bury them; understand them, master them, and adjust them.

Great persuaders share a "psychological edge" or a "mental programming" commonality with great athletes. Here are some examples of what athletes and top persuaders have in common. They both:

- Maintain self-discipline.
- Are able to rebound after a loss.
- Are always learning and growing.
- Continually improve—they can ask tough personal questions after a loss.
- Constantly practice the fundamentals.
- Determine issues that caused mistakes, deal with them, and move on.
- Become stronger with fierce competition—they are strengthened by adversity.
- Visualize success/mental rehearsal of winning.
- Replace negative thoughts with positive thoughts.
- Enjoy the mental/psychological pressure of the game.
- Have the ability to change the way they are feeling.
- Possess a strong self-image and self-esteem.