



The Magic Pill

'There are two ways to be fooled:

One is to believe what isn't true; the other is to refuse to believe what is true.'

SØREN Kierkegaard, philosopher

What you are about to read will change your life forever! Now you can learn the secret that has never been revealed before! You will be one of the first to re-discover ancient knowledge that has been hidden for centuries. This amazing magic will heal everything, cure everything and fix your whole life instantly – no effort required! It's fast, effective, long lasting and FREE!! At last you'll be able to solve those problems that have kept you stuck for so long.

Here's the question: did reading that paragraph tweak your interest? Did a part of your mind get curious to read further? Perhaps you also had a twinge of skepticism or a feeling of 'haven't I heard this somewhere before?' Maybe you felt downright cynical. Notice what sort of response went through your mind. Chances are high that your inbox is full of offers, adverts, invitations, products and special discounts – all of which make specific claims about the amazing benefits they offer.

What's funny is that no matter how many times you may have heard approaches like this before, they can still push your buttons and hook your interest. Of course, some do it better than others. Such marketing depends on understanding how people's minds work. What are the factors that will generate enough interest to propel a person towards making a decision?

NLP has been researching questions like this since the 1970's. What makes people think the way they think and do the things they do? In fact, people the world over are quite predictable. Human beings share many of the same needs, values and problems. The good news is that once you understand the basic principles of how the mind works, you'll know how to help yourself and others too. Even better, what you learn about decision making not only applies to marketing, but in any situation where you might want to get agreement about an idea, a plan, a project or just where you want to go for dinner!

People feel motivated by a combination of moving 'Towards' what they want, and 'Away From' what they don't want. The old carrot versus stick philosophy has not changed. Each person has different values that propel them to move 'Towards'. And each person has different fears and problems they need to move 'Away From'. Yet even these differences fall into predictable categories that don't take long to understand.

Working in the healing world, I regularly meet people who are seeking the magic pill to make them better. They secretly hope that they'll find something to take away their problem but allow them to continue living exactly as they did before. Of course, current medical thinking encourages the idea that just



taking drugs will give them that cure. At least health problems usually increase the 'Away From' motivation that propels people to make changes. What's often lacking is a clearly defined 'Towards' motivation and a lack of strategy for maintaining the good healing path.

What gets in the way are the factors that created the health issue in the first place: the secondary gains and unresolved issues. People also lack the perseverance necessary to pursue what works long enough. Does it make sense to take one dose of antibiotic and give up the treatment if you don't get an immediate result? Most people know that you need to take the whole course of treatment and give the body time to recover. The same principles apply to working with the mind. You need to continue making the changes until there's an overall permanent shift.

Now there's a plethora of different approaches to working with the mind and emotions. Do some people get jaded and less responsive after being bombarded and overwhelmed by so many offers? Certainly people are much more discerning and harder to convince. Not only do they want some kind of verification, evidence of effectiveness, but they also want a trial run or a free test product. Other factors are also involved. However, when people genuinely want something, either because of the problems they have, or because they believe that the magic pill will do what is promised, then they become more open to cleverly designed marketing.

Here's a quick test to find out whether you move more 'Towards' or 'Away From'. For each question write down TWO lists of your answers.

1. Imagine you are just about to buy a new car:
Towards:
What's important to you about the car you'll buy?
What qualities, features, looks, etc must be present?
Away From:
Compare and contrast to cars you would never buy.
What features would turn you off?
2. Imagine you are looking for a new partner,
or think back to the time you chose your present partner:
Towards:
What important qualities were you looking for?
What attributes, values & experiences do you want?
Away From:
What do you never want to experience?
What do you want to avoid?
3. Imagine you want a new job or career:
Towards:
What would you like to achieve, do or experience?
What will give you a sense of fulfillment?



Away From:

What would not get you out of bed in the morning?

What key factors would make a job undesirable?

Notice which list was easier to fill.

Most people use a combination of both 'Towards' and 'Away From' motivation. If you use too much 'Away From' motivation you will increase your stress levels. A strong 'Away From' motivation means being fear based and risk averse. Too much 'Towards' motivation may indicate you lack groundedness and you may be perceived as an unrealistic Pollyanna. Not having enough 'Towards' motivation will lead to a lack of vision, inspiration and inability to imagine your goals well enough to achieve them.

The greatest discovery of my generation is that a human being can alter his life by altering his attitudes.

William James