

Orchestrated Persuasion

- Question Them
- Challenge Them
- Make Them Think It's Okay to Step Outside the Box

By Takuya Hikichi

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A Secret That Will Take Your Business to the Next Level

If there is one secret you wish you knew, what would it be? How about a secret to persuade and influence your blog/newsletter readers?

Persuasion... can be studied, measured, practiced and orchestrated. It's not anything you just let it happen. But something you can make it happen.

I am going to share that secret with you today and if you don't know any other way to persuade people, this will help you promote tremendously.

You can persuade your readers by providing the type of content that *challenges their intelligence and make them want to re-evaluate* what they're currently doing.

Make people say "Wow, I've never thought about it from that perspective" or "I've never been asked that question before".

The moment people start saying this, their minds are shifting -- you just gave them a different reality, perspective, idea that allow them to *think in fresh ways*.

When this occurs, they will appreciate you and be more open to you. If you want to do this effectively, start thinking like a composer. It takes a composer to create a piece of music that consists of music notes. However, you and I both know that music notes have been around before Mozart came into the world.

To spread your ideas, you do NOT have to invent anything new. All you have to do is to *liberate people from their conventional thinking* and allow them to challenge their own existing beliefs.

People don't need to agree with everything you say -- as long as they'll have something to ponder after reading/listening to your message, you've accomplish your job as a persuader.

Too often, business owners feel they're not progressing and are stuck at certain stages of their business. More than likely, all these people are doing is seeing their business from the perspective that they only know about -- so question them, challenge them, and make them think that it's okay to "step outside" of the box.

If you're successful at giving people new vision, reality and possibility that they've never thought possible to realize, you've just *shifted* someone else's mind forever no matter how small that movement may be.