



Passive Persuasion
The Persuasion Pyramid

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Why Hard Work Is Not the Secret to Success – and Why Brain Elevation Is

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Foreword

Hello and welcome!

If you read this short report to the end...

...I'll reveal a secret that gives you the power to transform your life forever.

This secret is what I used to completely turn around my life in only a few weeks.

Before I discovered this secret, **my life was in shambles**. I struggled to pay my bills, I had \$12,000 in credit card debt, my wife and I argued every day, and I was in the worst shape of my life. Thinking about the future made me depressed.

It was not the life I knew I was created to live.

But when I discovered this secret, everything changed.

I'm now doing what I love and earning more money than I know what to do with...

... I feel happy and fulfilled... and I've achieved goals that I'd given up on a long time ago, that I thought were impossible. I've experienced things and visited places I thought I'd never have the time or money for. I'm living the way I was meant to.

... I'm in the best shape of my life... I lost all my extra weight, and my doctor says he thinks I'll live to 100! I tackle every day full of energy and excitement!

... My relationship with my wife is FANTASTIC... and so are my relationships with all my family and friends. They all noticed that something about me changed, and now my biggest problem is being invited too many places at once.

... and I'm debt-free, now that my income has gone through the roof!

This secret is the effortless way to watch your checking account grow to numbers you've never seen in there before.

But it's not just about money...

Whatever your DREAMS are, this secret will turn them into your REALITY.

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What Will Happen When You Read This Report to the End

I'll be crystal clear about this:

If you read this report to the end and actually do what it says, then you'll be able to effortlessly reach your goals...

So effortlessly, in fact, that you might not notice anything has changed until you suddenly realize you have the thing you've been longing after for years.

You'll virtually be able to achieve your dreams with a snap of your fingers!

Now, let's talk about something serious for a second:

You've probably heard about a lot of so-called "success secrets." You might even think you've heard everything there is to hear.

I know that's what I thought.

At least, that's what I thought *before* I discovered that this secret holds the power to turning your desires into tangible reality!

It made my life easy ever since I discovered it, and gave me (just like it'll give you):

- } More money that you know what to do with...
- } ...the perfect relationship with your soulmate (including finding them, if you're still looking)...
- } ...and the amazing ability to make your deepest desires practically fall into your lap!

This secret works because it's behind the success of the wealthiest, most fulfilled, and happiest people in the world.

It's the key to the success of musicians like Mike Love of *The Beach Boys*, or Sir Paul McCartney of *The Beatles*.

It's helped actors achieve their dreams – people like Jerry Seinfeld, Jennifer Aniston, and Clint Eastwood.

It's helped writers, artists, models, athletes... thousands of people at the top of their fields...

Including (like I already mentioned) powerful, wealthy entrepreneurs, like Steve Jobs, Rupert Murdoch, and Richard Branson.

What this means is...

It doesn't matter how many times you've failed before...

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It doesn't matter how long you've been trying...

It doesn't matter how many other techniques you've tried.

Because this secret is different.

It's the one thing successful people have in common...

So when you start using this secret, you'll effortlessly achieve your desires!

I'm guessing you're ready to hear about this secret I've been going on about.

Well, it's called **Brain Elevation**.

And if you use this secret, you're practically *guaranteed* success...

...but if you *don't* know this secret, you're practically guaranteed to *fail*.

Because the truth is, hard work is NOT the key to success.

The secret is Brain Elevation.

Now, most successful people use this technique without even realizing it. They just got lucky.
What that means is...

**If you haven't reached your goals yet, it's not your fault. You just haven't gotten lucky yet.
Until now.**

Because now you've got the secret to success.

It's not about luck anymore... because all you have to do is use what I'm about to show you...

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How To Save Yourself From Drowning

(...Even If You Don't Realize You're Underwater Yet!)

I want you take a little break and imagine something with me

...

Imagine you never have to worry about money again.

All of a sudden, your bank account has enough money for your dream house, dream car, dream vacation.

You can send your kids to college, no problem.

Are you imagining it?

You're now free to do anything you want, spend your time however would make you the most happy.

How would that feel?

Relaxing? Exhilarating?

Now take that free, "you-can-do-anything" feeling, and compare it to how you feel about things right now.

Very different, isn't it?

The truth is, most people aren't excited for each new day. They don't see their lives as happy, thrilling, and fulfilling.

Instead, they just count down the days until the weekend... and count down the months until their 2-week vacation

.

I know that shortly before I discovered this secret, that's exactly how I was.

My work was miserable, boring, and barely paying minimum wage.

The best part of my day was the 15 minute walk I'd take in the evenings, because it was my only temporary escape from all my overwhelming problems.

It was the only 15 minutes of my day when I felt like my head was above water, and when I felt free. It was a single gasp of air while I was drowning in a river of stress, disappointment, and loneliness.

What kind of high point is that?

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Escaping my life for 15 minutes? Pretending that 99% of my life wasn't happening? Wishing away 23 hours and 45 minutes of every day?

But that's what people do, isn't it? They wish away their workday so they can go home. They wish away the week so it'll be the weekend. They wish away the months so they can take their vacation.

I don't want to feel like I need to escape my life!

But that's exactly what I was happening.

Between my work, my health, and my troubled marriage...

I was drowning.

In fact, *most* people are drowning, and they don't even realize it yet.

Even you.

You're in the ocean, being dragged out to sea by the tide, swimming as hard as you can just for a few breaths of air every once in a while.

You're working as hard as anyone in the world...

But getting nowhere. Because the "hard work" is NOT the secret to success.

Now, let's try something else.

I want you to imagine you're out there, in the ocean.

You can almost see the shore, but the tide is stopping you from reaching it.

The waves are splashing over you, filling your mouth with water when you try to come up for air.

Your arms and legs are exhausted, and you don't know how much longer you can keep going.

But you keep working, you keep swimming, because what else are you going to do?

A man comes by in a small boat. He tells you...

"That looks really dangerous. You should get to shore."

You'd scream at him if you had the energy!

Of course it's dangerous! Does he think you want to be out here?

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Then along comes a boat full of success “experts,” each one holding their “bestselling” books and presentations...

One declares, “Just imagine yourself on the shore.”

But imagining doesn’t change where you are. It might feel better for a second, until you remember you’re still swimming for your life!

Another “expert” tells you to “find a mentor to teach you to swim better.”

Does he see someone out here that you don’t? All the successful swimmers are already on shore. They have no idea you need help, and you’ve got no way to talk to them.

Each expert gives you more useless advice:

“Learn to be happy drowning, then you’ll discover how to swim.”

“You need to swim *smarter*, not *harder*.”

“If you wanted it enough, you’d reach the shore.”

And then the most frustrating advice of all:

“You just have to work harder.”

But you’re working as hard as you can, and you’re still drowning!

Okay, here’s the point of that story:

This is what you’re going through right now.

You’re stuck in an ocean of worries, stress, and fear that you’ll never be successful.

You’re working as hard as you can to reach your goals, but not getting any closer.

And all that hard work is just tiring you out. The tide of your life is pulling you further out to sea, further and further away from your goals.

But now I want you to imagine one more thing:

Another boat comes by, and I’m the one inside

I don’t tell you what to do, or give you any useless advice.

I just toss you a rope that leads all the way to shore, where it’s tied to a sturdy tree.

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And then you effortlessly pull yourself to your goal.

Now, when I give you that rope...

It doesn't matter how long you've been trying...

It doesn't matter how many times you've failed...

It doesn't matter how many "success tricks" you tried before...

All that matters is...

...now you have the tool you need to effortlessly pull yourself to shore.

When you grab hold of that rope, you can free yourself from everything trying to overwhelm and drown you.

And you'll be free forever.

Here's my point:

The people telling you to "work harder" are wrong.

Because that's not the answer.

So that brings me to...

Why Hard Work Will NEVER Bring You Success

You hear it over and over:

“Hard work is the key to success.”

“Practice makes perfect.”

“It takes 10,000 hours to become an expert.”

But the truth is, people are already working harder than ever...

Over the past centuries, people have worked longer and longer hours. I'm sure you know people who work 80 hours a week. Maybe you're one of them!

And on top of that, we're even more productive with our time than we used to be.

The average worker now does in 4 hours what it took someone 9 hours to do, only 50 years ago.

So if we're getting twice as much work done per hour...

And working twice as many hours...

We should be seeing all sorts of success, right?

Wrong.

Our hard work is NOT bringing success...

The economy's in the toilet.

The unemployment rate is sky-high.

Inflation is through the roof, so a gallon of milk costs 3 times what it did just 10 years ago.

Rent prices are higher than ever, and good luck getting a mortgage.

We're fattest, unhealthiest generation that's ever lived.

And we've got more mental and emotional problems, too.

Divorce rates are depressingly high.

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So... If we're all working so hard, where's the success?

Well, as you can see, hard work does NOT equal success.

So what *is* the answer?

What sets successful people apart from unsuccessful people?

The answer is something called Brain Elevation.

Now, let's talk about how you can start using this secret for yourself...

...and start using the techniques that came naturally to people like Einstein or Steve Jobs.

Step 1: Stop Believing the Myths and Lies about Success

Like I've mentioned, and like you already know...

There's a million guys out there who claim to be "experts" on success.

And some of them are even successful themselves.

But the problem is, they can only tell you how *they* achieved success...

They have NO IDEA if what they teach will help *you* at all.

You'll hear advice like what the men on the boats were yelling in the story.

"You need a mentor."

"Imagine yourself successful."

And worst of all (and most common):

"Just work hard."

If you listen to them, maybe you'll get lucky, and you'll pick a technique that matches perfectly with your personality.

But you're just as likely to win the lottery.

You don't want a technique for success that only helps *some* people.

You want a technique that virtually every successful person uses, whether they realize it or not:

You want to use Brain Elevation.

Step Two: Decide What You Want, But Don't Overplan

Obviously, you have to know what you want in order to get it.

But in reality, too many people don't know exactly what they want...

They only know what they DON'T want.

They know they don't want their current, miserable job.

They don't want their old house.

They don't want to be overweight, or unhealthy, or lonely, or poor, or a million other things.

But if you ask them what they do want, they can't even tell you specifics:

They want a better job.

They want a bigger house.

A faster car.

To get married.

That's never going to get you anywhere!

If you walk into McDonalds, and say "I want a hamburger!" they're going to ask you...

... "What kind? Big Mac? Quarter Pounder? Doublestack?"

If you want to eat a hamburger, you've gotta know exactly what you want.

The same is true for your whole life.

You say you want a better job?

What kind? Doing what? How many hours a week? How much does it pay?

You say you want a nicer house?

What kind?

How many square feet?

Brand new, or from a specific decade?

What part of town?

You say you want to meet your soul mate?

Who are they?

What do they look like?

What do they do for fun? What's most important to them – family, work, volunteering?

Do you see what I'm saying?

If you don't know exactly what you want, how will you know when you see it?

So take some time to figure out exactly what your goals are.

However...

(And this is just as important)...

DON'T OVERPLAN!

Once you start using Brain Elevation, you never know where your subconscious will spot opportunities for success.

In fact, if you have too strict of a plan to reach your goal, you might not notice when another path opens up, and completely miss your opportunity.

So if you want to start achieving your dreams...

Decide What You Want...

...and DON'T Overplan.

Step 3: Stop Inventing Reasons You Don't Deserve Success

It's true what they say...

Sometimes your worst enemy is you.

You hijack your own success because you think you don't deserve it.

It can happen without you realizing it...

...*especially* when you've spent years unable to reach your dreams.

Your brain starts to believe it doesn't deserve those dreams at all.

This is actually more complicated than it sounds... you can't just say "I believe in myself!" and fix it.

It's going to take more than that...

And in fact, our previous step is a good start – you have to decide exactly what you want.

Once you know exactly what you want, your mind starts to focus on it.

It starts to look around at where you are now, and realize that this is not good enough. And when that happens, all the reasons you think you might not deserve success disappear.

Because the truth is...

You DON'T have to be born rich to become wealthy...

...you DON'T have to be a perfect 10 to find your soul mate...

...and you DON'T have to be insanely hard working to achieve success.

You just need to elevate your brain...

Step 4: How to Elevate Your Brain to AUTOMATICALLY Attract and Achieve More Success Than You Ever Dreamed Possible

Alright, here's the final step

You have to **elevate your brain until success comes automatically.**

That may sound like nonsense, so let me explain...

If hard work were the key to success, then shouldn't farmers be the richest men in the world? They start work before the sun comes up, and work into the night.

Or what about the single mom who works three jobs to pay the rent? She's working harder than 99% of people, but she's still struggling.

The 1 thing that successful people like Steve Jobs and Richard Branson have in common is NOT hard work...

It's that they naturally elevate their brains...

...so that their subconscious attracts, notices, and grabs opportunities before you even realize what's happening.

Let me explain what I mean:

I have a friend named Sarah who starting using my brain elevation techniques.

Sarah's biggest desire was to meet her soulmate.

One day at a coffee shop, she was putting on her coat to leave, after enjoying her coffee and reading the paper.

She noticed a man patting his pockets, trying to find his wallet. Without even thinking, she pointed to his chair, where his wallet had fallen out of his pocket. He thanked her, and they started talking. He asked her out, and the rest – as they say – is history.

They've been married three years now, and you've never seen a happier couple.

Now, here's what's fascinating about this:

Sarah doesn't remember seeing his wallet fall out of his pocket. In fact, she doesn't even remember noticing it before she pointed at it.

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But her subconscious had noticed it.

And more importantly, her subconscious had noticed that this man was reading her favorite book.

Some part of Sarah, deep inside, saw the opportunity for love. She acted before she even realized what was happening.

Thanks to Brain Elevation, Sarah reached her goal.

One more story:

I have another friend who's name is Rick.

Now, Rick's biggest goal has always been to write screenplays for Hollywood.

I've read some of his scripts, and they're good. But he didn't have any connections, and in Hollywood, connections are everything.

Rick was taking a class at the local college. One day he walked into the wrong room, thinking it was his classroom. It wasn't. It was a professor's office. The professor had just got off a phone call with a former student, a director who had started a film studio, and was looking for a script.

Rick asked the professor about it. It turns out, the film director wanted to make a drama about life in small towns... exactly like the script Rick had just finished.

Today, Rick's script is getting made into a movie... and they're paying him enough to quit his job!

He later explained that he'd been standing in the hallway when the professor was on the call, so some part of his mind had heard the conversation.

While Rick was thinking "I have to get to class," his subconscious was saying "you're opportunity for success is right here!"

I could go on and on, telling you stories about people who used Brain Elevation to train their subconscious to see and grab opportunities for success.

Like Mitchel, who started an online business and now works 6 hours a week and makes millions... Or Jennifer, who went from overweight, out of shape, and unhealthy... to becoming a model.

Not to mention all the people we've already talked about...

Millionaire entrepreneurs like Steve Jobs and Richard Branson...

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Actors like Clint Eastwood...

Musicians like Paul McCartney.

The truth is

...

You show me a person living their dreams...

...and I'll show you a person who's using Brain Elevation.

Now, like I mentioned, lots of successful people use this technique without even realizing it. It just comes natural to them.

But it didn't come natural to me. I had to discover it.

And now it's your turn.

I can't fit all the details into this report, but now that you have these 4 steps, the only thing left is to make the decision...

It's up to you if you want to change your life...

Or you want to stay where you are.

But let me tell you...

Swimming to shore by yourself can be impossible.

I'm throwing you a rope, now all you have to do is grab ahold.

[Learn More About The Persuasion Pyramid Here](#)

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