

Frame Control

Subconscious Conversational Dominance

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Introduction

Firstly, thank you and congratulations for purchasing this book. The desire to improve ourselves is very common. Taking action to do so is not. Simply because you are reading these words now, you are part of a very elite group of people.

Imagine what it will feel like when you have absolute frame control in any and all situations.

Before we get into definitions of what a frame is, what the components of a strong frame are and how you can get them, consider these scenarios.

Imagine having a conversation with a friend. You want to do something, and he or she wants to do something completely different. Maybe you're arguing over the choice of restaurant. Maybe you're arguing over vacation plans. You stop; think for a moment, your face and body language neutral.

Then you look at you friend, and simply say, "*I think idea X is a better choice. Why don't we do that?*"

Your friend looks at you, thinks about it, and agrees. No argument. No slippery language patterns. No threats or negotiations.

Consider another situation. You see a person you are attracted to. You take a few moments trading flirty eye contact. You walk over, smile and introduce yourself. After

about a minute, you say something like this:

"Well, I don't really have a lot of time. You seem like a very interesting person, and I'd like to get to know you. Why don't you give me your number so we can get together later?"

He or she smiles as if that's EXACTLY what they wanted to hear. They can't give you their number fast enough.

A third situation. You're in a tough meeting at work. Nobody knows what to do. You have an idea. While it's not foolproof by any means, you think it's better than all the ideas presented so far. You clear your throat to get everybody's attention. You slowly describe your idea while scanning the room and making eye contact with everybody.

When you finish, the room is silent. Everybody else glances at each other, and then at the boss. The boss agrees it's a good idea, and says let's get started.

One more situation. You're selling something to somebody. Maybe door to door. Maybe you've got a shop that people come into. The item or service you are selling is several thousand dollars.

You finish your sales presentation and describe how this product or service is a perfect fit for your customers, based on what they've told you. Your "close" is this:

"Well, I really think this is a good decision for you. Why don't you buy it right now?"

They look at each other, and give you a smile like a little kid on Christmas. Of course they'll buy it!

None of these situations involve logic. None of these situations involve a straight conscious trade of them doing something in exchange for you getting something.

All of them involve you expressing your opinion. A subjective idea. A recommendation based on limited knowledge. And in every situation, they agree. Not grudgingly. Happily. They are eager to do what you've suggested.

Girls or guys will happily give you their numbers. Friends will readily agree with you. Customers will happily buy from you. Family members, coworkers and others will respect and admire you.

Not because of logic. Not because of any conscious proof of your ideas or suggestions.

Because of your frame.

What will that do you for? How will your life be better? How much better will your relationships be? How much better will your finances be?

Consider these questions as you read through this book, and go through the exercises.

Frame control is very powerful. Without a strong frame, there's not a lot you can't do. Even if you've spent years memorizing the best language patterns, pickup lines, and sales pitches, without a strong frame, others will easily be able to find flaws in your logic and punch holes in your game.

But with a strong enough frame, you will scarcely need any other language technology. Naturally, having a strong frame coupled with powerfully persuasive language technology can make you one of the most sought after people on Earth.

Frame is like your underlying energy. Your underlying presence that's very hard to define, yet easy to feel. If you've got strong inner energy, then your outer "game," regardless of what you're doing, will only need to be basic.

But with a weak frame, or a weak sense of personal energy, any amount of outer game will fall flat.

It can help to think of the relationship between frame and surface structure communication like thinking about the difference between spontaneous order, as it's described in economics, and top-down management.

Trying to force surface structure techniques onto a weak frame is similar to imposing draconian top down management techniques on a weak team.

But a strong team, even without a leader, can perform much better than a weak team with a dominant, micro-managing leader.

Another way to think of it as the frosting and the cake. If you've got a delicious cake, you don't really need the frosting. It will be a great added effect, but if you don't have any frosting, you'll still be able to enjoy the cake.

However, with a poorly-made cake, too salty, or too sweet, even the best frosting won't make it palatable.

Some spend their lives studying surface structure technology, without addressing the underlying frame. This is like spending all your time making the frosting, and just adding the cake as an afterthought.

But humans aren't cakes. We are wonderfully complex organisms that live in a world filled with interdependent variables, feedback loops and a huge chasm between what's really going on out there, and what we think is going on.

One way to create a strong frame, and have rock solid frame control is to "fake it till you make it."

You may try to memorize some sales techniques or pickup techniques. You say those lines without really "feeling them." You pretend you're selling a great product that you believe in. You try your best to look calm and confident and relaxed. One out of every twenty customer buys. Keep it up long enough, and then maybe one out of every ten customers will buy.

Pretty soon, after you've sold maybe ten times, you start to recall those sales while pitching the next client. Before long, your confidence is real. This helps you sell more. Which further builds up your confidence.

This is the strategy that most salespeople use. This is the strategy that most people use when dating and finding relationships. This is the strategy most people use for life.

It works. But it has its obvious drawbacks.

It takes a lot of time. It creates a lot of stress. And if you've ever tried this with any kind of sales job or in any social

setting, you know that it takes tremendous amounts of will power to keep pushing through until you get to that magical tipping point, when your confidence is greater than your anxiety.

If you've ever been in a commissioned sales job, you know the turnover is horrific. Most insurance companies, for example, that pay pure commissions are always hiring on an ongoing basis.

They have employee trainings on a weekly basis. They hire a hundred people. Spend a week training them. Then send them out to sell. Maybe twenty of them will be there the next week. After that, maybe ten will be left. After a couple months, they've maybe kept one person from that original group.

In this book, we'll be going through Frame Control step by step.

We'll define it and see how it works in several situations. We'll understand what having a strong frame means, and how you can get one in the shortest possible time. When you finish this, you'll know exactly what to practice, precisely how to set your mind when going into various situations, and you'll know how to change the meaning of your reality on the fly.

Definitions

What is a frame? A structural frame is the most important part of the house, along with the foundation. If you have a beautiful house on a weak frame, you've got problems. With a strong frame, you can change the exterior of your house as often as you want.

A beautiful frame around a picture is enough to make even a bland picture sparkle. A plain, stained wooden frame around even a Van Gogh may make it look questionable. Like maybe it's a fake.

When we speak of a "frame" in human interactions, we refer to the meaning of the interaction. It's the definition of what is actually going on.

When politicians run into trouble, the first thing they ask is "How are we going to frame this?"

The frame of any event, as it is happening is very slippery and very open to interpretation. If you see a man walk into a store with a gun, and a ski mask on his head, you may frame this scenario as a criminal committing a crime.

A reporter who happened to be in the area may frame this same scenario as her lucky break, since news has been slow lately, and she happens to be wearing a hidden camera on her lapel.

The person being robbed may be terrified, and see this as a horrible emotional event from which they may never recover.

The guy holding the gun may think this event is him doing his best to get money to feed his family, which has 24 hours to come up with the rent money before they all get kicked out on the street.

A local politician may frame this as a reason to increase the police budget.

All of these people are correct.

So our first definition of a "frame" is any meaning that can be given to a specific situation, based on a subjective viewpoint of that situation.

Frame Definition

The Frame of any situation is the subjective meaning of that situation.

Now, obviously there are going to be many different frames for any given situation. There can be several, co-existing frames to describe the same situation.

The person who got robbed will, of course, forever see this in her own subjective terms, since she was at the center of the action.

But even then her frame, or her meaning of those events, will change over time.

The first few weeks after the robbery, she'll define it like she originally expected. A harrowing and emotionally traumatizing event. But as the years go by, it could very well change into several different meanings. If she seeks grief

counseling, and ends up meeting her husband, it could be described as a great event.

On the other hand, she could develop horrible social phobia, and end up on welfare.

How about the robber? At first, his definition was him supporting his family. But chances are he'll later describe that event as a horrible mistake that sent him to prison.

How about the reporter? Maybe she was right, and she got the story of the year. Maybe it helped launch her career.

How about the politician? Perhaps he was successful in increasing the city's budget, which added more policemen to the force. And this ended up saving lives. This helped him get reelected, so the politician agrees this was a great event.

This one event, a robbery, could easily be a great event for three people, and a terrible event for one man and his family.

In the above case, every person involved with the event, and their subsequent description of the event (The Frame) all had it fall in their lap. It was not something they were planning. It just happened.

Only the robber planned for it to happen, and it went completely opposite of what he wanted to have happen.

This example illustrates some important points. One is that you can define events that are either planned, or unplanned. Your ability to create and hold a certain frame of an event is independent of the source of the event.

Let's take a look at the woman who was robbed. Let's imagine she is a very strong woman. She was shaken for a bit, but she refused to be a victim. She learned martial arts. She went to grief counseling. She read books on self-confidence. She used the event to spark a positive change in herself. She didn't plan the event, but she decided to give in a positive meaning. She chose consciously to hold a positive, resourceful frame around a potentially lethal event that she didn't plan.

This first lesson is crucial to understand. Whether you walk through life planning every step, with tons of short term and long term goals, or whether you simply wander the Earth seeking adventure, having a the ability to frame events according to your choice is an incredibly resourceful skill to have.

Burn this into your brain: If you choose the frame, you win, no matter what happens. If you let somebody else choose the frame, you are at their mercy.

The woman above didn't choose the event, but she chose the frame.

The robber chose the event, but his frame was overwhelmed by those around him.

In the above case, (which is purely fiction) simply because the victim of an armed robbery had a stronger "frame setting skill" than the criminal, she won, and the criminal lost.

Lesson One

Your ability to control the frame, to set the meaning of any event is independent of how that event came to pass. Strong Frame Control will help you regardless of whether you plan the events, somebody else plans them, or they happen randomly.

This also helps us to set up definition two. The meaning of Frame Control.

Frame Control Definition

Frame Control is the ability to set the meaning of any situation to your own benefit.

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