

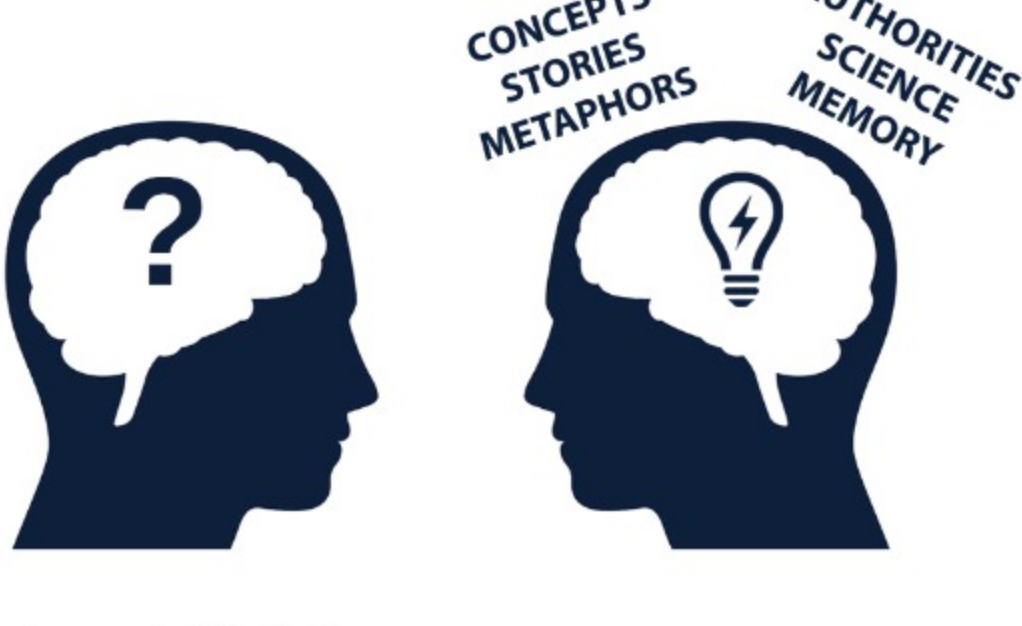
Identity Shift Framework (ISF)

The Principles & Tactics Of Shifting Beliefs

Why This Is Important:

1. You Cannot Master Influence Without Mastering Frames.
2. If The Prospects Feels Like They Are Being Convinced Of Something They Disagree With, They Will Have Resistance.. This Framework Will Prevent Resistance.
3. If You Are Not Using A Proven Framework That Works With Human Psychology You Are Only Hoping That Your Content Will Work. Stop Using GuessWork & Start Using Frameworks.

"A Man Convinced Against His Will Is Of The Same Opinion Still" - Samuel Butler 1612



- Concept - (Fundamental Belief)
- Story - (Narrative - Example)
- Metaphor (Or Analogy)
- CITE (Authoritative Quote)
- Science (Study)
- Memorable Close

Key Elements:

1. A Technique Shown Is A Technique Blown
 - Can Two People Have The Same Script With Different Results?
 - Do You Yourself Believe In What You're Saying?
2. People Want To Be Led

- The Majority Of People Want To Upgrade - They Just Need To Their Brain To Justify The Change
- If You've Shown You're An Expert Or Have Put Thought Into A Subject They Will Be Much More Likely To Align With You
- If You've Shown You're Confident And Passionate About A Subject They Will Be Much More Likely To Align With You

Identity Shift Framework (ISF)

How To Implement & Why It Works

#1 - The Concept/Principle:

What To Do:

- Start With The Fundamental Idea That You Want The Listener To Believe

Why It Works:

- We are constantly subconsciously adding supporting concepts to our understanding of the world. We search for consistency & we want to know what we are talking about, so when we find ideas that sound good, we accept them into our world.

- Most people are looking for things they agree with, once they find out they agree with you, they will be highly likely to continue to agree with you in the future.

"The world will ask you who you are, and if you don't know, the world will tell you."
- Carl Jung

#2 - Use Stories:

What To Do:

- Support Your Concept/Belief By Using Stories That Give The Listener More Reasons To Take On The Belief

Why It Works:

- We learn through stories - We place ourselves as the characters and develop perspectives based off of the lessons of stories
- We make decisions based on emotion - When listening to stories we pull from a collection of our past experiences - any memory we have has an emotion attached to it..
- A story is a way to make a point to the listener WITHOUT the listener feeling personally attacked and triggering internal resistance

- Stories create a mini experience in the listeners mind - Information doesn't change peoples lives, experiences do.
- Example: "Years ago, I was doing a talk, and there was a Q&A portion at the end, I remember a lady sitting in the front row, raises her hand and asks "Tony, if you could go back, what would you do differently?"

"Cognitive psychologist Jerome Bruner suggests we are 22 times more likely to remember a fact when it has been wrapped in a story. Why? Because stories are memorable."

#3 - Metaphors/Analogies:

What To Do:

- Support Your Concept/Belief With Metaphors or Analogies

Why It Works:

- IT all comes down to TRUST>..When we hear a concept or argument that is supported by an "external & Supporting" metaphor and analogy our brain gives that original concept more trust, allowing the metaphor to act as evidence.
- Metaphors align with our search for consistent principles - If we use a metaphor after making a point, if the listener believes in the metaphor, they oftentimes inherently believe in the original concept too.
B. Another example of the brain autocompleting trust - It's not just X but also Y, because that's what you want isn't it? NLP agreement technique
- You can often speak directly to the listener through an analogy without them creating reactance, whereas direct feedback can create the natural tendency to give reasons or excuses for your situation.

#4 - Citing Or Quoting Authority Figures:

What To Do:

- Support Your Concept/Belief By Citing An Authority Figure

Why It Works:

- They cannot disagree with you, if you are not the one saying it :)
- If the masses already support this authority figure it is uncomfortable for the listener to want to disagree with the crowd, so they are much more likely to agree with the supporting quote
- This helps the listener to assume you have done your research and are well educated on the subject
- Bonus: You can add supporting lines to the quote to put yourself in the same "league" as the authority figure

#5 - Science Or Studies (Logical Brain):

What To Do:

- Support Your Concept/Belief By Sharing A Supportive Study

Why It Works:

- We fear being overly emotional and making bad decisions, so oftentimes our brain looks for logical justifications to support and solidify our new belief.
- Again, This helps the listener to assume you have done your research and are well educated on the subject - "An Authority On The Subject"
- Research allows us to disprove lies and support truths - So when we hear research has been done, we assume they found the correct conclusion for us.
- By now, we are speaking to both the emotional and logical side of the brain.

#6 - Memorable Close (Micro Scripts)

What To Do:

- Lock The Belief In With A Memorable Way Of Remembering The Concept

Why It Works:

- People Cant Sing Your Song, If They Can't Remember The Words..

Different Ways To Be Memorable:

→ **Rhymes: Use Rhyming Or Alliteration So that it has a ring to it!**

Example: "Stop Selling Your Features & Start Selling Their Future!"

Example: "Don't Speak To Inform, Speak To Transform!"

Example: "The Greatest WEALTH Is mental HEALTH!"

→ **Opposites: Use Antithesis**

"If a free society cannot help the **MANY** who are **POOR**, it cannot save the **FEW** who are **RICH**." - John Kennedy

"One **SMALL STEP** for man, One **GIANT LEAP** for mankind" - Neil Armstrong

"Awareness **IN**, Implementation **OUT**"

"Are you moving poorly because of your pain, or are you in pain because you are moving poorly???"

→ **Repetition**

"If your actions inspire others to dream **more**, learn **more**, do **more**, and become **more**, you are a leader" - John Adams

"To avoid criticism, do **NOTHING**, Say **NOTHING**, Be **NOTHING**." - Elbert Hubbard

"Repetition makes reputation and reputation makes customers." - Elizabeth Arden

Powerful Frames

Aligned Adversary

Cutting Edge

Perspective Frames

Best Interest Frame

Priority Frame