

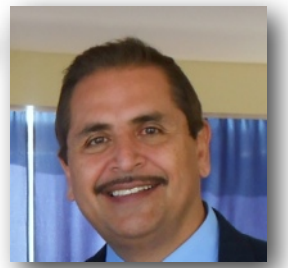
Presupposition Language 1

SURFACE
STRUCTURE



SUB
STRUCTURE





Presupposition Language 1

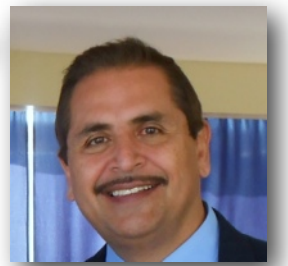
What is said.

What is not said.

When it is said.

When it is not said.

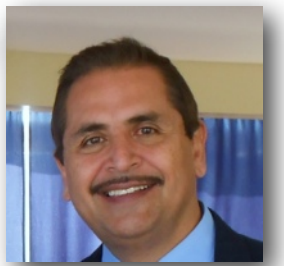
How it is said.



Presupposition Language 1

Where do we get our....

manners opinions tastes
ideas habits attitudes
decisions behaviors culture
meta programs

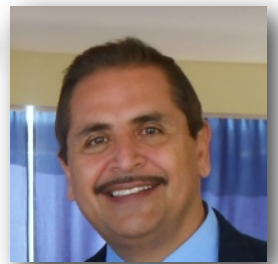


Presupposition Language 1

Where do we get our....

BELIEFS

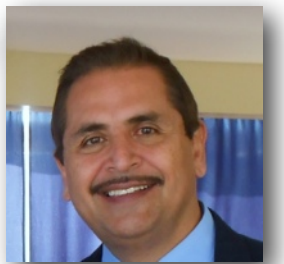
manners opinions tastes
behaviors culture
decisions meta programs



Presupposition Language 1

Most

BELIEFS

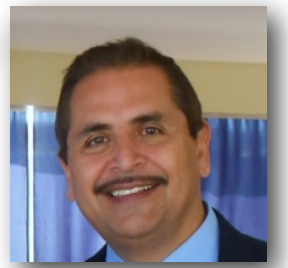


Presupposition Language 1

Most

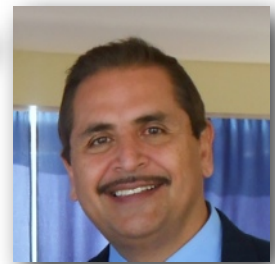
BELIEFS

are presupposed!



Presupposition Language 1

All sentences presuppose something.



Presupposition Language 1

For rapport – To work within a person's subconscious field of comfort to build and hold rapport during communication.

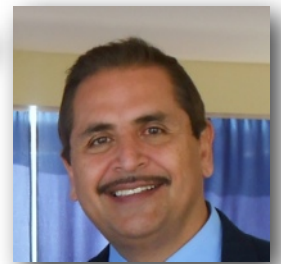
As a softener – To soften the impact when extending bad or disheartening news/information.

To create credibility – When statements are being made that need their credibility bolstered.

To create emotional states – To change the emotional state of your recipient.

To avoid resistance while installing information – Sometimes you want to implant specific information/beliefs/ideas without getting resistance.

To gain compliance / persuasion – To gain someone's compliance.



Presupposition Language 1

Houses look best painted white.

Florida produces oranges year round.

Dragon flys are mini dragons.

Microwaves don't cook food evenly.

America produces good trucks.

Our family is good with animals.

Good hair runs in our family.

Europe is a beautiful place to visit.

Eating vegetables daily keeps you healthy.

Chicken has protein.

Protein makes strong bones.

Washing hands before you eat keeps you healthy.

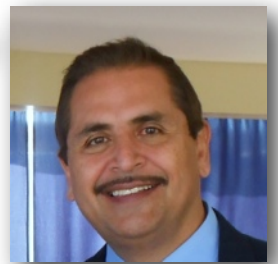
Men should marry at least by 27.

Store food in a refrigerator.

Customers are always right.

Never talk to strangers.

Be kind to people in need.



Presupposition Language 1

I'm inadequate.

I'm not worthy.

Men are jerks.

Women are witches.

People are idiots.

Nothing good lasts long.

Others are not worthy of me.

Children are selfish.

I'm a loser.

There's not enough time in a day.

Everything happens to me.

Dogs bite.

Lawyers are crooked.

Obesity runs in our family.

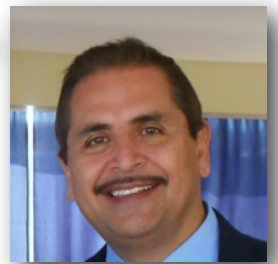
I don't fit in.

_____ are stupid.

What's the use? It's all futile.

Everything bad that happens to me is my fault.

I'm alone in the world.



Presupposition Language 1

People are intrinsically good.

I am safe.

The world is a safe and nurturing place.

I trust the process of life.

Problems are short lived.

I'm healthy.

Good genes run in my family.

I'm rich.

I'm deserving of a satisfying life.

The future is bright.

I am lovable.

I learn quickly.

I'm naturally good at sports.

I can do anything I put my mind to.

I cause the positive effects in my life.

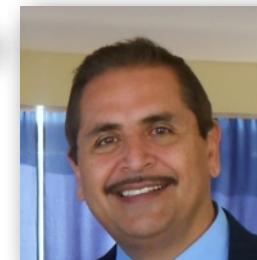
Good things tend to happen to me.

I love and approve of myself.

I'm smart.

I create my experiences.

It's okay to speak up.



Presupposition Language 1

NOUNS

Plantain Boat

Shadow Cat

Microsoft London

Toyota

Mati Hari

The Investors Guild

Residential Homeowners of America

They

Everybody

He

The President of

She

Dr. Schultz

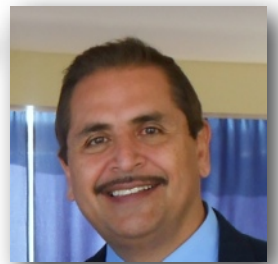
PRONOUNS

PROPER NAMES

The Rolling Stones

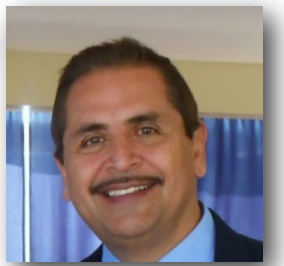
FHA

HUD



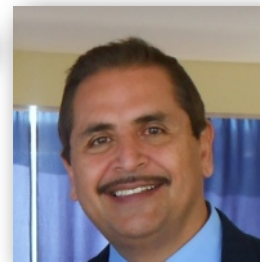
Presupposition Language 1

Create Leverage
with Layers of
Sub-Nouns & Adjectives



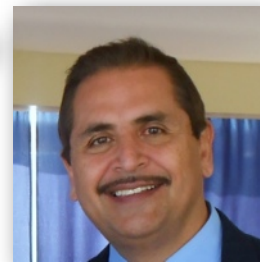
Presupposition Language 1

Eating lots of greens helps you to stay
healthy.



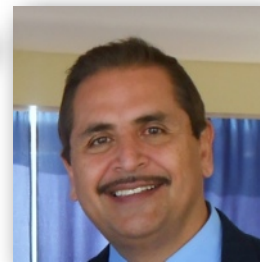
Presupposition Language 1

My Doctor, Dr. Schultz says that
eating lots of greens helps you to stay
healthy.



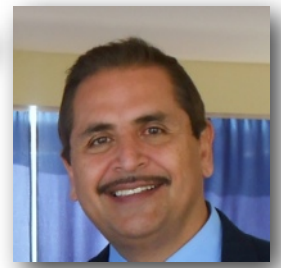
Presupposition Language 1

Dr. Robert Schultz of the Good Nutrition Society says that eating lots of greens helps you to stay healthy.



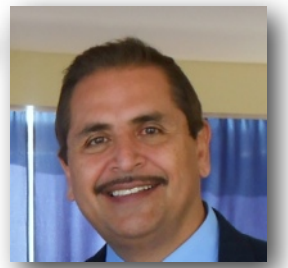
Presupposition Language 1

Dr. Robert Schultz, the head
research scientist of the Good
Nutrition Society says that eating
lots of greens helps you to stay
healthy.



Presupposition Language 1

- 1) I said...
- 2) I'm saying that Dr. Robert Shultz said...
- 3) I'm saying that the Dr. Robert Shultz
of the Good Nutrition Society said...
- 4) I'm saying that the Dr. Robert Shultz
the head research scientist
of the Good Nutrition Society said...



Presupposition Language 1

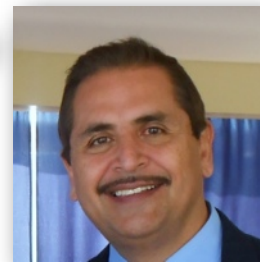
1) I said...

Noun Phrases

2) I'm saying that Dr. Robert Shultz said...

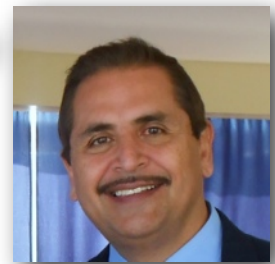
3) I'm saying that the Dr. Robert Shultz
of the Cancer Society said...

4) I'm saying that the Dr. Robert Shultz
the head research scientist
of the Good Nutrition Society said...



Presupposition Language 1

- 1) I said...
 - 2) I'm saying that Dr. Robert Shultz said...
 - 3) I'm saying that the Dr. Robert Shultz
- Noun Phrases & Adjectives**
- 4) I'm saying that the Dr. Robert Shultz
the head research scientist
of the Good Nutrition Society said...

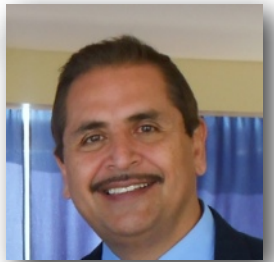


Presupposition Language 1

Leading financial experts say that best time to buy a home is during the spring.

The Top Producing Real Estate Agents across the US agree that Open Houses is the weakest way there is to try to sell a house.

Leading Authors in the field of persuasion and influence teach Presupposition Language skills.



NOUNS

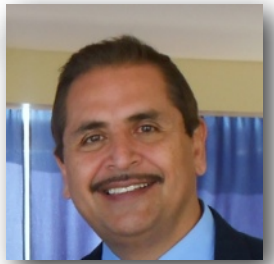
Presupposition Language 1

Relative Clause

Start off with a noun followed by, “who that which”, followed by what you want them to believe.

Doctors that have done research on
weight loss have found that eating lots of
greens help to keep weight off.

Hard to disagree. You would have to disagree with these doctors that have done research.



NOUNS

Presupposition Language 1

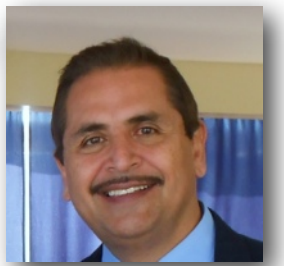
Relative Clause

Start off with a noun followed by, “who that which”, followed by what you want them to believe.

FSBO's who (that which) finally
listed their property with a Realtor report
again and again that not only was the stress drastically
reduced, they also still sold for what they had hoped for.

Hard to disagree. You would have to disagree with the FSBO's that both tried to sell by themselves and listing with a Realtor.

Receptive Cue Words & Quantifiers



NOUNS

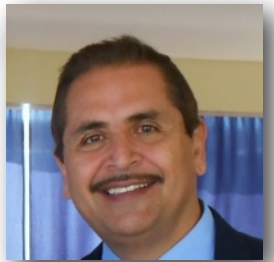
Presupposition Language 1

Quantifier: Group within a Group

most, some, all, none, many, few, every, each, percentages

Most leading physicians say that
eating lots of greens help to lessen the
chance of a person getting cancer.

Most do, (the majority), then few don't believe.



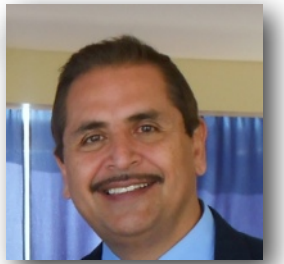
NOUNS

Presupposition Language 1

Quantifier: Group within a Group

most, some, all, none, many, few, every, each, percentages

According to the National Association of Realtors the top 20% of the highest producing agents accross the US stopped doing Open Houses Years Ago.



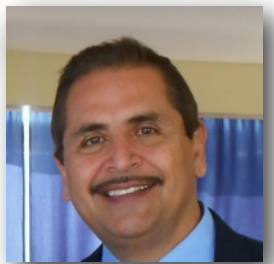
NOUNS

Presupposition Language 1

Quantifier: Group within a Group

most, some, all, none, many, few, every, each, percentages

Both the Los Angeles Times and USA Today recently reported that Open Houses are responsible for selling less than one percent of the homes that sell in the US.



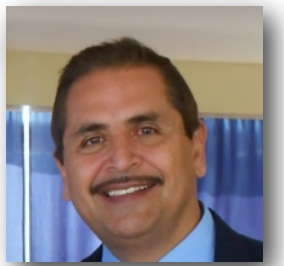
NOUNS

Presupposition Language 1

Quantifier: Group within a Group

most, some, all, none, many, few, every, each, percentages

Each client that has listed with me has given me a solid Five Star Rating for my service in communication which includes weekly progress reports.



NOUNS

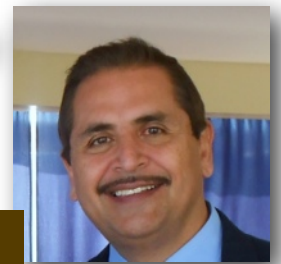
Presupposition Language 1

Quantifier: Group within a Group

most, some, all, none, many, few, every, each, percentages



Nine Out of Ten Dentists
Surveyed Said Dentyne is
good for your Teeth.

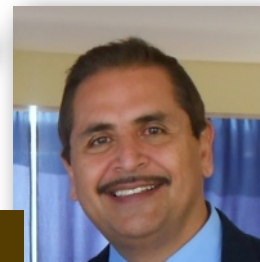


Presupposition Language 1

Comentary Adjectives and Adverbs

Comentary Adjectives: amazing, fantastic, wonderful, great

It's amazing to me how simple
presuppositions are to learn.

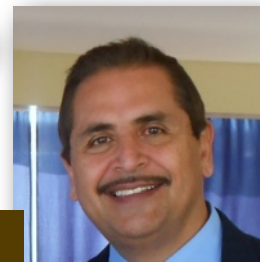


Presupposition Language 1

Comentary Adjectives and Adverbs

Comentary Adjectives: amazing, fantastic, wonderful, great

It's so interesting, so, so interesting
how well presuppositions work.

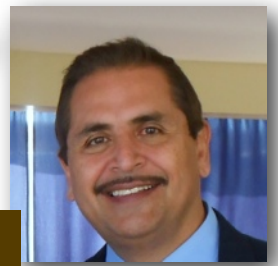


Presupposition Language 1

Comentary Adjectives and Adverbs

Comentary Adjectives: amazing, fantastic, wonderful, great
**Plus, end with another adjective and use
Sense Stress with them.**

Isn't it amazing that you can lose weight with just 30 to
40 minutes of exercise each day? I could do that home.
That is so convenient!

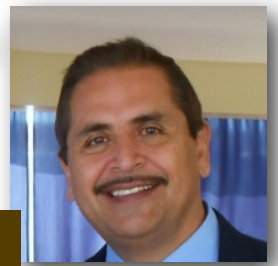


Presupposition Language 1

Comentary Adjectives and Adverbs

Comentary Adjectives: amazing, fantastic, wonderful, great
**Plus, end with another adjective and use
Sense Stress with them.**

What is really fantastic to me is not just that
Presupposition Language makes you more pervasive but
that it's so easy to learn with just a little practice!

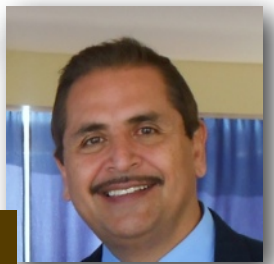


Presupposition Language 1

Comentary Adjectives and Adverbs

Comentary Adjectives: amazing, fantastic, wonderful, great
**Plus, end with another adjective and use
Sense Stress with them.**

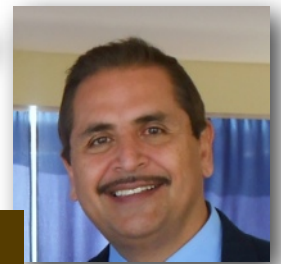
Most sellers have found it to be an amazing fact that by
just listing with an agent they so easily removed all the
worries about selling a property in today's market.



Presupposition Language 1

Comentary Adjectives and Adverbs

Amazingly	Obviously	Usually	Luckily	Supposedly
Certainly	Wonderfully	Normally	Happily	Finally
Surely	Easily	Correctly	Simply	Naturally
Fortunately	Clearly	Unhappily	Gratefully	Terribly
Definitely	Mainly	Unfortunately	Thankfully	Usually
Basically	Undoubtedly	Kindly	Sadly	Remarkably



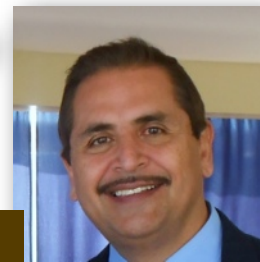
Presupposition Language 1

Comentary Adjectives and Adverbs

Usually, my clients list at my price, can I show you why?

Clearly, you can see that I get the job done, shall we proceed?

Naturally, you'll sign the contract after you
see what is done to sell your property.

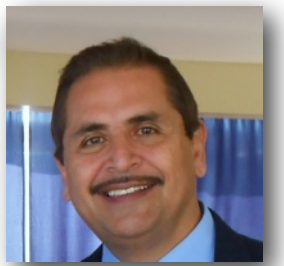


Presupposition Language 1

Comentary Adjectives and Adverbs

I wonder how quickly I can sell this house.

Have you noticed how easily I sneak in a
commentary adverb and how effectively they work?



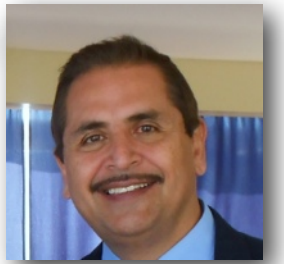
Presupposition Language 1

Cleft Sentences

Take a simple sentence and make it complex...
by turning it around.

I love money.

It's money that I love.



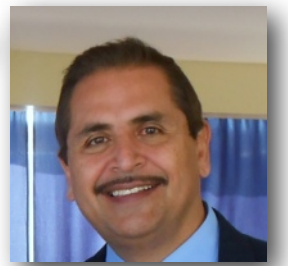
Presupposition Language 1

Cleft Sentences

Take a simple sentence and make it complex...
by turning it around.

She heard the news from John.

It was from John she heard the news.



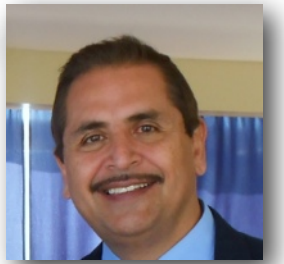
Presupposition Language 1

Cleft Sentences

It is. It was.

It is Realtors

that get the most money for sellers.

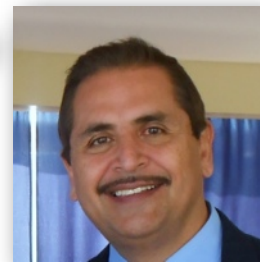


Presupposition Language 1

Cleft Sentences

It is. It was.

Customarily, it is Realtors
that get the most money for sellers.

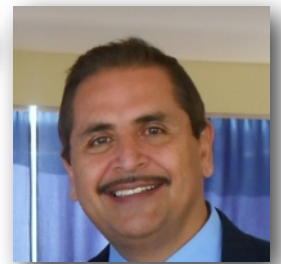


Presupposition Language 1

Cleft Sentences

It is. It was.

Customarily, it is Realtors
that get the most money for sellers
because of the massive exposure they
produce for the properties.

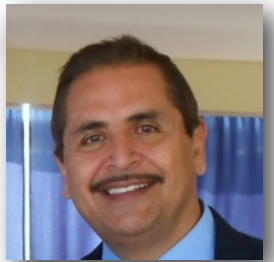


Presupposition Language 1

Cleft Sentences

It is. It was.

Customarily, it is top producing Realtors that get the most money for sellers because of the massive exposure they produce for the properties.

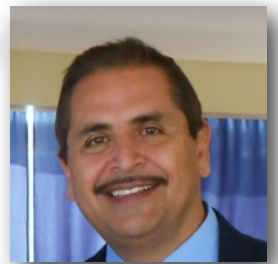


Presupposition Language 1

Cleft Sentences

It is. It was.

Customarily, it is top producing Realtors that have their CRS training that get the most money for sellers because of the massive exposure they produce for the properties.

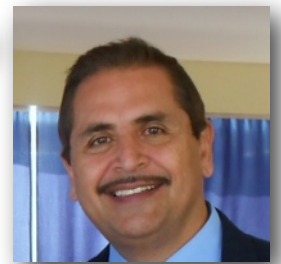


Presupposition Language 1

Cleft Sentences

It is. It was.

Customarily, it is top producing Realtors that have their CRS training that year after year get the most money for sellers because of the massive exposure they produce for the properties.

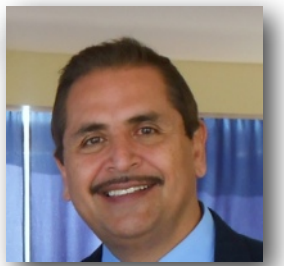


Presupposition Language 1

Cleft Sentences

It is. It was.

It is no surprise... that it's top producing Realtors
that have their CRS training that amazingly year
after year get the most money for you as a seller
because of the incredibly massive exposure we produce
for your property. Isn't that exciting?

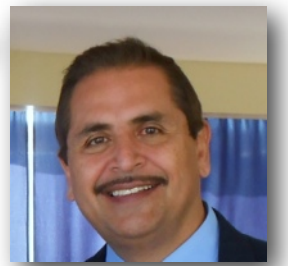


Presupposition Language 1

Cleft Sentences

It is. It was.

It was Realtors that sold properties
for more money last year.

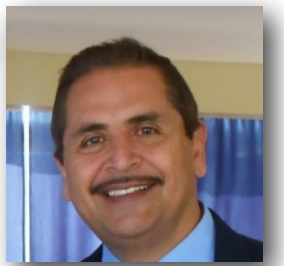


Presupposition Language 1

Cleft Sentences

It is. It was.

They say it was Realtors that sold properties
for more money last year.

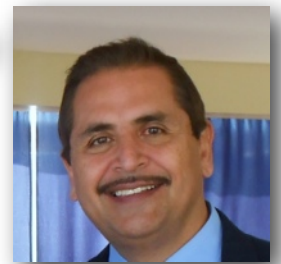


Presupposition Language 1

Cleft Sentences

It is. It was.

Studies done by US economists say
it was Realtors that sold properties for
more money last year.

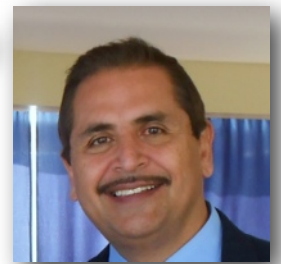


Presupposition Language 1

Cleft Sentences

It is. It was.

Studies done by US economists that were
hired by banking institutions that provide mortgages
report that it was Realtors that sold properties
for more money last year.

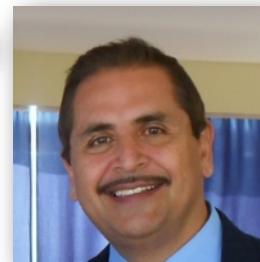


Presupposition Language 1

Cleft Sentences

It is. It was.

Studies done by US economists that were hired by banking institutions that provide mortgages report that again last year it was Realtors that generally sold properties for more money.

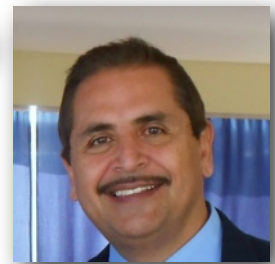


Presupposition Language 1

Cleft Sentences

It is. It was.

Studies done by US economists that were hired by banking institutions that provide mortgages report that again last year it was Realtors that generally sold properties for more money because of their networks and other resources.



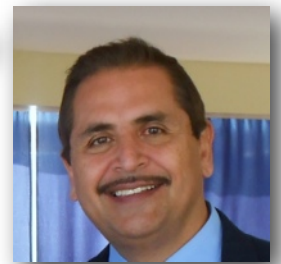
Presupposition Language 1

Cleft Sentences

It is. It was.

What I love... is that studies done by US economists that were hired by banking institutions that provide mortgages... report that amazingly... again last year, it was Realtors that generally sold properties for more money because of their networks and other resources.

Now that is super good to know, don't you think?!

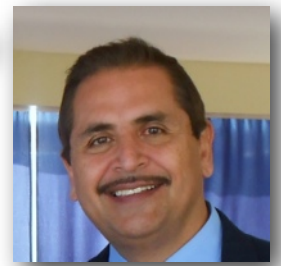


Presupposition Language 1

Cleft Sentences

It is. It was.

What I love... is that studies done by top US economists that were hired by banking institutions that provide mortgages... report that amazingly... again last year, it was Realtors that have their GRI training that generally sold properties for more money because of their knowledge in technology. Now that is super good to know, don't you think?!



Presupposition Language 1

oun Phrases & Relative Clauses:

Dr. Robert Shultz / Doctors

the head research scientist / that have done research
of the Good Nutrition Society said

Comentary Adjectives & Adverbs:

Isn't it amazing that...

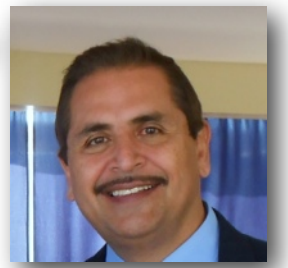
Surely, amazingly, certainly, interestingly

Quantifier - Group within a Group:

Most, some, all, many, each, every, percentages

Cleft Sentences: It is. It was.

**PRACTICE WHAT
YOU LEARN**

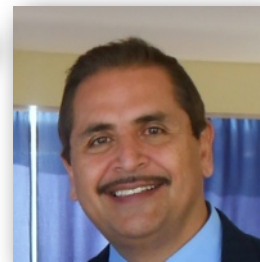


Presupposition Language 1

Write Down What You Want

**PRACTICE WHAT
YOU LEARN**

Smile	Like me	Connect with me	Open up with me
Laugh	Trust me	Feel good now	Build rapport with me
Talk	Feel cmfrtbl	Confide in me	Focus on my words
Listen	Feel happy	Feel at ease	Hear us in harmony
Stay	Believe me	Feel at home	Approve of me now
Relax	Accept me	Accept my frndshp	Follow what I say



Presupposition Language 1

**PRACTICE WHAT
YOU LEARN**

Nouns: Dr. Robert Shultz

the head research scientist / that have done
of the Good Nutrion Society said

Comentary Adjectives & Adverbs:

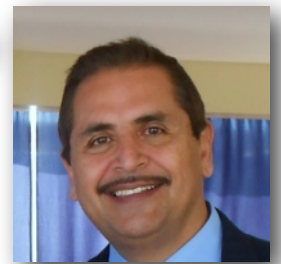
Isn't it amazing that...

Surely, amazingly, certainly, interestingly

Quantifier - Group within a Group:

Most, some, all, many, each, every, percentages

Cleft Sentences: It is. It was.



Presupposition Language 1

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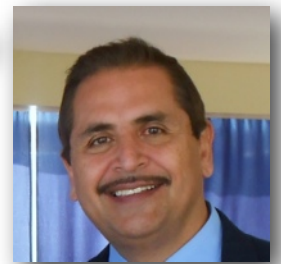
Most, some, all, many, each, every, percentages

Cleft Sentences: It is. It was.

Accept me

Feel at home

It's was important to me to find out that each of my past
clients that were highly educated said that it was when they
decided to **accept me** as their Realtor, that amazingly, they
started to **feel at home** with me. I love that!



Presupposition Language 1

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Cleft Sentences: It is. It was.

Connect with me

Believe me

This party is great! It is when they **connect with me**
that every single friendly person that has real class
here seems to **believe me** when I confess to them how
suprisingly interesting I think they are.