

# <Fact>, and <Fact> and <Fact> and \_\_\_\_\_

*People will accept what you say when you precede it with facts.*

*State three things that are true, and the fourth will ring true as well...*

- *“As you are listening to my voice and sitting in that chair, and you’re focusing on my words, you can relax...”*
- *“While you read over the proposal, and notice the pricing, and see what is there, you’ll immediately want to do this...”*
- *“As you sit in that chair, and while you’re looking at me, and you’re breathing in and out, you’ll realize that you’re naturally & easily going into trance...”*