

How to Convert Suspects into Prospects

Copyright © 26 August 2011 by Bob Hurt. All rights reserved.

Purpose

Convert Suspects into Prospects willing to hear your presentation. The first and foremost qualification of importance: need or desire for the product or service. To build need and desire, you must increase the prospect's awareness and willingness to reach.

Awareness Characteristics

The method will require you to familiarize yourself with this scale of awareness characteristics developed by L. Ron Hubbard:

| | | |
|-------------------------|----------------------|--------------------|
| Total Freedom | 3 Perception | -17 Catatonia |
| Power on all 8 Dynamics | 2 Communication | -18 Oblivion |
| 21 Source | 1 Recognition | -19 Detachment |
| 20 Existence | -1 Help | -20 Duality |
| 19 Conditions | -2 Hope | -21 Secrecy |
| 18 Realization | -3 Demand for | -22 Hallucination |
| 17 Clearing | Improvement | -23 Sadism |
| 16 Purposes | -4 Need of Change | -24 Masochism |
| 15 Ability | -5 Fear of Worsening | -25 Elation |
| 14 Correction | -6 Effect | -26 Glee |
| 13 Result | -7 Ruin | -27 Fixidity |
| 12 Production | -8 Despair | -28 Erosion |
| 11 Activity | -9 Suffering | -29 Dispersal |
| 10 Prediction | -10 Numbness | -30 Disassociation |
| 9 Body | -11 Introversion | -31 Criminality |
| 8 Adjustment | -12 Disaster | -32 Uncausing |
| 7 Energy | -13 Inactuality | -33 Disconnection |
| 6 Enlightenment | -14 Delusion | -34 Unexistence |
| 5 Understanding | -15 Hysteria | |
| 4 Orientation | -16 Shock | |

Goal - Raising Awareness

Practice this on your family, then do it to your friends/associates till you reach the end phenomenon. At that point you will have developed the skill to use the process and get predictable, good results.

End Phenomenon

The target of the process reaches for a solution to his problem, salvation from his ruin. This does not mean the target will buy your solution. Selling takes a different process.

Preparation

Go word-clear the above awareness characteristics so you know for a fact what all those words mean. DO it. Anybody you don't word-clear to whom you teach this method will goof the method up and fail to get ideal results. Print the awareness characteristics in two columns on a tall business card in small typeface large enough for most people to read. You may use front and back, negative on one side, positive on the other.

Process

1. Ask the target: "What troubles or difficulties do you have in life?"
2. The target who wants to tease with you will claim poverty and ask you for money. Or the target will put up a social veneer and get glib with something like "Oh fine." Or the target will honestly tell you a ruin or problem. Either way, continue with the following steps because the target has not yet reached for a solution.
3. Hand the awareness scale to the target. Ideally you will have printed it legibly on a long business card in one tall column.
4. Say "Look at the words on this card, starting with the one on the bottom -34. If you don't know what it means, tell me and I'll give you the meaning. Okay?"
5. Say "Good. Now work from the bottom, going up. When you see a word that reminds you of something going on in your life, stop and tell me, Okay?" Smile and nod your head, encouraging the target to say yes.
6. Say "Okay, how does that remind you of something going on in your life?"
7. You have just cracked open Pandora's Box and all manner of demonic shit will come out. You have found the target's "RUIN" - the first thing ruining the target's life. The target will reveal a very troubled life, a source of unhappiness, misery, etc. So, encourage the target by listening intently and coaxing as necessary, such as by saying "And then..." or repeating back some item now and then to the target. This releases a bit of emotional charge, but not all of it. Then acknowledge and direct the target back to the card. You don't have conversation as a goal. You want the target to reach for a solution.
8. Continue this process, acknowledging each item the target mentions. Stay empathetic, but not sympathetic.
9. At -7 Ruin, say, "So this is ruining your life, destroying your happiness, isn't it?" and acknowledge whatever the target says, directing attention back to the card.
10. At -6 Effect, openly ask the target "So, do you feel more like the effect than causative over your destiny?" This has the effect of rubbing the target's nose in this item, impinging. The target will want to escape from it.
11. At -5 Fear of Worsening, you say "You realize that if you don't do something about this, it will only get worse, don't you?"

12. At – 4 Need of Change, say “So, you need to make some changes around here, don’t you?”
13. At -3 Demand for Improvement, set your emotional tone to antagonistic and say “Don’t you think it’s time you demand some improvement in your life (business, marriage, etc)?” You might mock slamming your fist on the table in defiance.
14. At -2 Hope, say “You know, I heard of a product, service, book, counselor, company, with expertise in problems like yours, and believe they might have something you could turn to your advantage. What do you think? Want to know about it?”
15. At -1 Help, say “Good. You know these people could give you the help you need, You do want help, right.”

Now you have made the target ready to receive help or a product/service overview/demo, etc that will take the target up through the other awareness levels till the target has become a customer/client/ happy friend again.

Awareness Characteristics Printed in Small Font for Cut and Paste

| Awareness Characteristics | |
|---------------------------|--------------------|
| Total Freedom | -7 Ruin |
| Power on all 8 Dynamics | -8 Despair |
| 21 Source | -9 Suffering |
| 20 Existence | -10 Numbness |
| 19 Conditions | -11 Introversion |
| 18 Realization | -12 Disaster |
| 17 Clearing | -13 Inactuality |
| 16 Purposes | -14 Delusion |
| 15 Ability | -15 Hysteria |
| 14 Correction | -16 Shock |
| 13 Result | -17 Catatonia |
| 12 Production | -18 Oblivion |
| 11 Activity | -19 Detachment |
| 10 Prediction | -20 Duality |
| 9 Body | -21 Secrecy |
| 8 Adjustment | -22 Hallucination |
| 7 Energy | -23 Sadism |
| 6 Enlightenment | -24 Masochism |
| 5 Understanding | -25 Elation |
| 4 Orientation | -26 Glee |
| 3 Perception | -27 Fixidity |
| 2 Communication | -28 Erosion |
| 1 Recognition | -29 Dispersal |
| -1 Help | -30 Disassociation |
| -2 Hope | -31 Criminality |
| -3 Demand for Improvement | -32 Uncausing |
| -4 Need of Change | -33 Disconnection |
| -5 Fear of Worsening | -34 Unexistence |
| -6 Effect | |



Bob Hurt  Blog [1](#) [2](#) • [Email](#)  

2460 Persian Drive #70
Clearwater, FL 33763
(727) 669-5511

Law: [Study](#) • [Subscribe](#) • [Donate](#)

Learn to Litigate with [Jurisdictionary](#)

