

The Truth About Negative Commands (Don't Read This!)

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The Truth About Negative Commands (Don't Read This!)

By Laurie Kristensen

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Everyday when I read promotional emails and advertisements, or listen to television commercials and dialogue in shows and movies, or hear people around me in everyday life use commands such as the following examples, I feel dismayed for them.

This is because I understand something that many others do NOT!

And, since learning what I now understand, while I am BOMBARDED every day from all directions with commands like those listed below, in all their variations, I feel worse and worse for not speaking up!

I feel especially badly for all those advertisers out there who are ignorant about this, because I also realize they are often sincerely excited about what they are sharing and are working very hard to attract the attention of others.

Examples:

- Don't miss this [fill in the blank]!
- Don't delay!
- Don't forget to be there!
- Don't forget to stop and buy milk [or pick up the dry cleaning -- fill in the blank]!
- Do not forget to be on time!
- You can't miss out on this opportunity!
- Don't be afraid to ASK!

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- Would you like to [fill in the blank]? If so, don't wait another minute! Order Your [fill in the blank] NOW!
- Don't Live With Depression [or fill in the blank]

And so on...

This is because your subconscious mind works in strange ways. I learned this while training to become a hypnotherapist.

FACT: Your subconscious mind cannot recognize a negative!

As a result, when a person reads or hears statements similar to the above, their subconscious mind actually understands the command as follows.

Examples:

- Miss this [fill in the blank]!
- Delay!
- Forget to be there!
- Forget to stop and buy milk [or pick up the dry cleaning — fill in the blank]!
- Forget to be on time!
- Miss out on this opportunity!
- Be afraid to ASK!
- Would you like to [fill in the blank]? If so, WAIT another minute! Order Your [fill in the blank] NOW! (in this case, you might think it's okay because the negative statement is followed by a positive request for action... but keep reading, you'll see how it can be improved!)
- Live With Depression [or fill in the blank]

Whenever I have tried to explain this to those who use this type of command in their advertising or their everyday language, they ALWAYS say, "I'm trying to create a sense of URGENCY."

But research is absolute on this...

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The subconscious mind CANNOT recognize a negative command.

And so, anytime you use a statement that includes a negative command, you are actually giving the OPPOSITE command for the action or results you desire!

This is also why using only positive language in personal growth affirmations and in hypnosis — whether self-hypnosis or with a trained professional — is crucial.

It's also important to avoid alternate forms of negative commands, such as the following examples:

- rather than...
- instead of...
- avoid...
- etc.

Always use POSITIVE commands and suggestions!

I'll admit, it takes some creative thinking, and it's a learning process to overcome the overwhelming cultural training we have all been living with!

However, by becoming aware, I am gradually learning how to choose my words more carefully and achieving greater results!

For instance:

- Instead of "Don't miss [fill in the blank]!" you can say "Take advantage of [fill in the blank]!" or "Get in on [fill in the blank]!"
- Instead of "Don't Delay!" you can say "Hurry!" or "Act Now!" or "Take Immediate Action!"
- Instead of "Don't forget to be there!" you can say "Be there!" or "Remember to be there!"
- Instead of "Don't forget to stop and buy milk [or pick up the dry cleaning — fill in the blank]!" you can say "Remember to [fill in the blank] on your way!" or "Please buy [fill in the blank] before you get home!" or "Thanks in advance for [fill in the blank]!"
- Instead of "Do not forget to be on time!" you can say "Be there on time!" or "Remember to be there on time!" or "Be there at [time]–sharp!"
- Instead of "You can't miss out on this opportunity!" you can say "You must TAKE this opportunity!" or "TAKE this opportunity NOW!" or "This is a `MUST–SEE' (or `MUST–DO') opportunity!"

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– Instead of "Don't be afraid to ASK!" you can say "Feel free to ASK!" or "Please ASK any questions you have!" or "Freely ASK your questions!"

– Instead of "Would you like to [fill in the blank]? If so, don't wait another minute! Order Your [fill in the blank] NOW!" you can say "Would you like to [fill in the blank]? If so, ACT IMMEDIATELY! Order Your [fill in the blank] NOW!"

– Instead of "Don't Live With Depression [or fill in the blank]" you can say "Overcome Your Depression!" or "Live Free of Depression!" or even "Be Depression-Free!" and so on.

Get the idea?

Command, suggest, or inspire people to POSITIVE ACTION, and you will achieve far greater results!

And now, if you re-read my article headline, you can ALSO get an idea of how you can use this information to create some "reverse-psychology" results, as well!

My Neighbor Couldn't Believe How Fast I Was Able To Get This Young Dog To Respond

Reliably, Off-leash

By Adam Katz

Please keep the following a secret. Don't tell anyone. I don't want everyone "and their uncle" copying my dog training techniques/concepts and then claiming them as their own.

Anyway...

My neighbor couldn't believe it. I'd just brought this beautiful 9 month-old German Shepherd dog home, only two weeks ago, and already she was responding reliably to off-leash commands. (Or more specifically, coming immediately when I call and responding instantaneously to the word, "No!" from a distance...without yelling or screaming).

"How is it possible, Adam? We've had our dog for over three years, and he never listens to us! You've had your dog for less than two weeks and she's already responding to your commands, off-leash... and you only whisper your commands, once? I'm jealous."

"Look," I replied, "It's all in the book."

[To read more about this book I referred to, please see:

]

"Okay, okay... I need to go back and read the book," he responded. "But at least give me a tip as to how you got such fast results with this dog?"

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I replied, "Well, it's definitely easier if you know what you're doing, from Day 1. I never gave this dog an opportunity with me where she could learn that she can run away, or not respond to commands... without there being a negative association with disobedience. And that's the secret. Once you teach the dog to understand what commands mean, the next big step is to let the dog choose to do correct or incorrect behavior... BUT: Be sure that you're always in a position to reinforce the desired outcome."

"She learned quickly that it was okay if she wanted to try to run off, like she did with her previous owner, but if I called her then every time, she's going to have the opportunity to make a choice: Do it my way and get lots of love and praise. Or do it any other way and get a correction, and then the chance to make the choice again," I instructed.

"You need to let the dog know that every time she does a behavior, she's going to get the exact same outcome. And that 'outcome' is going to have a meaningful reaction, be it positive or negative," I explained. "Once you've done this, then the dog very quickly learns that it's best to respond to ALL COMMANDS quickly because she's going to avoid a negative association and obtain a positive association, that much quicker."

In this sense, dogs are a lot like humans: We go through life trying to minimize negative experiences and maximize positive experiences. If your dog understands how to do this... because you've used my "Three Keys To Behavior Modification" (also in the book, on page 21)... then you will be astounded as to how lightening fast you will achieve results with your dog.

That's all for now, folks! Adam Dogproblems.com

Adam G. Katz is the author of the book, "Secrets of a Professional Dog Trainer: An Insider's Guide To The Most Jealously Guarded Dog Training Secrets In History." Get a free copy of his report "Games To Play With Your Dog" when you sign up for his free weekly dog training tips e-zine at:



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