

Business Black Ops Starter Guide!

Read This First

Certain spies, cult leaders and con artists can convince people to do virtually anything while the masses (perhaps even you) struggle to persuade their own lovers and loved ones, partners, employees, customers, and patients in even the most trivial of matters.

What do they know that you don't?

And, how I'm going to give you those powers.

There are parents who have the best intentions toward their children yet lose them, virtually overnight, to unsavory friends, drugs, and gangs whose intentions are anything but honorable.

There are truly spiritual people whose positive messages of hope and love are mocked and ultimately ignored while others who spew messages filled with hate, jealousy and revenge find legions of loyal followers.

And there are those who are so conservative with their money and investments that they live a life bordering on poverty and yet they will lose it all overnight by going into "business" or "investing" with someone don't know and they've met just days before.

There are political leaders who, like Hitler in Germany and OBL in the Muslim world who convince armies and civilians alike to sacrifice their lives needlessly and to commit heinous crimes against

humanity which just a short time before would have seemed unthinkable to the perpetrators and the victims.

What's going on here? What can explain this crazy state of human affairs? Are there evil thought leaders who are just more persuasive and influential?

Are the people who "fall victim" to these "persuaders" just insane, stupid, or mentally ill? Apparently not, given the scale of the conversion. Or, could it be that they have just been unfortunate enough to come into contact with someone evil but who understands basic human needs and how to manipulate them?

Finally, if that is true what can we learn from these evil maniacs that we can ethically apply for the good of humanity, the health and success of those we serve, and for our own positive and worthy success?

For years I explored these questions, not just by studying spies, interrogators, hostage negotiators, conmen, cults and political/spiritual leaders but also by investigating other areas where similar persuasive power or influence reared its head.

I have also studied confidence men, magicians, comedians, actors, psychopaths and psychotherapists among others, and the science around their positive and dark arts, searching for the keys to their powers.

While their motives may be dramatically different, these people all have the shared (yet rare and uncommon) ability to quickly forge deep bonds with others and turn these bonds into powerful realms of influence. To get people to take actions both beneficial and often quite harmful (and apparently

contrary to their personal best interests) to themselves and others.

These are the **true masters of persuasion - people who live and die by their ability to touch other people's lives and move them to act.** In other words, to persuade and to influence them.

But how do they do it?

And more importantly, how can the rest of us utilize such power in ethical ways?

My efforts to answer these questions have to date, resulted in ***Business Black Ops 2017 A study in the Force Multipliers and "Forbidden Tools of Persuasion and Influence"***. ***You're one of the very few selected and invited to attend this three day course (four if you do the extra first day Elite VIP before the actual event).***

Before you read the materials and take the program I want you to read this and to think about what some of you have said to me about the earlier versions of these tools that I taught you:

"Business Black Ops and Three Days To Success are both incredible eye openers to the very essence of human nature, persuasion, and manipulation. I have never seen these concepts and how to use them discussed anywhere else and certainly not in this way. They are like a step by step guide to understanding how we have been manipulated by others, how to escape our self-imposed ignorance of these tools, and how to ethically gain and keep the attention of others even as the competition for that attention from others (often less ethical) soars.

Ty Crandall, CEO Credit Suite, Inc.

"I've studied, practiced and had a strong interest in persuasion and influence for over thirty five years. In fact, during my time in Iraq my life and the lives of many others depended on me understanding how tribal leaders made decisions. However, Dave Frees and Business Black Ops has repeatedly challenged me with new material and outrageous and powerful ideas and insights into human nature and how we think, act, ultimately decide, and that make so much sense.

It is not that everything else I knew is wrong, but that Dave has revealed another important facet of the puzzle that unlocks and adds power to the other elements. And, it feels like he's installing these skills and competence with them, into you as you go. He's an amazing researcher, teacher, and has used and tested his skills and these tools in the field. Anyone who needs to influence others should be at this event. And I mean everyone."

Buster Tate, COO Foster Web Marketing

Discover And Start Using The Secret Almost Forbidden Psychological Skills and Tactics of Spies, Special Forces Operators, Interrogators, Cult Leaders, Conmen, Magicians, & Comedians

The materials, strategies and tactics taught in Business Black Ops, go by many names. Those names vary from one world to another where they are used. In NLP you hear of "hypnotic language patterns" and "slight of mouth techniques". Conmen use "cold reading techniques" and the "long game" to establish deep trust and to dispel fears. PsyOps operatives refer to "deception" and "trojan horses".

Most people will never even hear of ideas like these much less ever know how to profit from them. And, those who do hear of them will reject them as evil or unethical because they have been used in that way.

However, each of these skills can (and have) be used for good rather than evil and to transform oneself and others in very positive ways.

So be prepared to withhold judgement and to go beyond the forbidden nature of these materials.

What else will you discover and receive during the program?

- The ugly truths about humans and their perceptions that no one wants to talk about (but why you must)
- Why people don't respond to "honest" communication (they're actually repulsed by it despite what they say) and how to deliver exactly what they WILL respond to automatically and based on human nature and evolution
- How the "masking your intent" (at least initially) sounds evil but can be essential to honest and ethical success
- The "Achilles Heel" of the human brain and how to protect your mind and to use this knowledge and power in the right way

- How to know and then to ethically exploit built in human needs, mistaken cognitive bias, and heuristics
- Access to a series of techniques, ads and copy that changed history (not just a business)
- The mechanics of cult and political mind control and what you should do with that knowledge in your business and in life
- How to capture and keep attention and power even as the competition for attention increases exponentially
- The mental tools used by spies and "operators" to recruit agents who assume dangerous roles and to work as a team when life and death are at stake
- How one negotiation secret phrase can change the mindset of the opponent and the direction of the negotiation for the better
- and much, much more

Past participants have, before attending, asked if the tools being taught have a particular focus such as copywriting, sales or negotiation.

While we do show you how to use these materials for all of those purposes, they do not - and that is by design.

This material is about persuasion and influence as they apply to a broad spectrum of interpersonal relationships (including buyers, sellers, negotiators, and many more) and all types of human interaction, communication and influence.

In other words, it is not specifically about copywriting, sales, marketing or family relationships (although I have created products, trainings, and written books about all of those uses).

It is about human nature, human evolution, and controlling direct decision making - how to understand it, how to work with it and most importantly, how to ethically profit from it.

I have used these ideas in my work as a lawyer, consultant and advisor to businesses and companies, as a paid public speaker, as a trainer for various and diverse groups (in civilian and military markets) and to create numerous, strategies and tactics, ads and marketing campaigns for my own company as well as those in which I am an investor as well as of clients' and have used them in my daily life to improve my relationships with family, friends and clients.

I cannot imagine an area of interpersonal communication that can't be transformed by this material.

I've also been asked how this material compares to other communications skills or approaches to persuasion such as NLP, the works of Bandler and Grinder (the founders of NLP), James Mitchell (architect of the US enhanced interrogator program), Robert Greene, Robert Cialdini, Dr. Paul Ekman (of Lie to Me fame) and others.

I have trained with many of the authors and practitioners mentioned above. So, I'd say that they have all influenced this work and I have drawn on them as resources. Likewise, new studies in psychology, behavioral economics and neuroscience are expanding our understanding of human decision making and offering further explanation of why these skills and techniques work.

However, you're getting a unique synthesis of many aspects of all of these influences. **And, I encourage you to continue to study the many resources provided in the monthly calls, the program itself, and in the materials for the event.**

It's Been Said That the Ideas Presented Are "A Dangerous Handbook on Manipulation", "Evil", And Are Outrageous, Are They?

Well, in some sense, each and every one of those observations is true. And that is why we carefully select who we expose to this. And, we are trying to eliminate many of the unconscious barriers to your success that are based on lies and fundamental misunderstandings.

- 1) We reveal dangerous information for two reasons: 1) so that you can recognize manipulation more often...when it is used on you and can decide to act accordingly, and
- 2) so that you stop using it haphazardly and for the wrong reasons and start using it consistently for good and to make a dent in the universe.

You have worked too hard and too long (and for the ethical benefit not only of yourself, but others) not to receive the rewards that you're currently denying yourself.

And, while my programs go beyond the thoughts and information provided by NLP, and declassified hostage negotiation manuals, I think we should all consider the one question that has motivated TV producer and persuasion expert Blair warren in his own study of persuasion and that drives Business Black Ops:

“How do cult leaders and conmen get their victims to willing act against their own self-interests while the rest of us often struggle to influence others in even the most simple of situations?”

And I agree. My entire goal here is to get you to a point, within those three days, where you can escape the conditioning that is holding you back and show you the way to effortlessly applied these skills to, not just surviving but to financially and happily thriving in your business and in your personal life.

Here's to your success.

Dave Frees

P.S. Need personal, private or monthly coaching? We have a process to make sure that it'll work for you and that we're a good match. To find out more see Dave or Lisa at the event or call 610-933-8069. Need consulting services related to your business or professional practice? Each business consulting or individual coaching contract is customized to your particular needs. Call 610-933-8069 for an initial consultation with Dave to be sure it makes sense for you. It's appropriately expensive but can stop you from leaving big money on the table (it mounts up every day you wait).