

Framing

By Kenrick Cleveland

Copyright Notice: This report is Copyright Kenrick E. Cleveland- Influence Marketing LLC © 2005.
Additional material is copyrighted to its original owners.

You may distribute this report as long as you distribute it as is, without any changes, and in it's entirety.
This report may Not be sold or resold without prior written consent from the publisher.

Framing for persuasion is a core principal that we are going to examine in some depth.

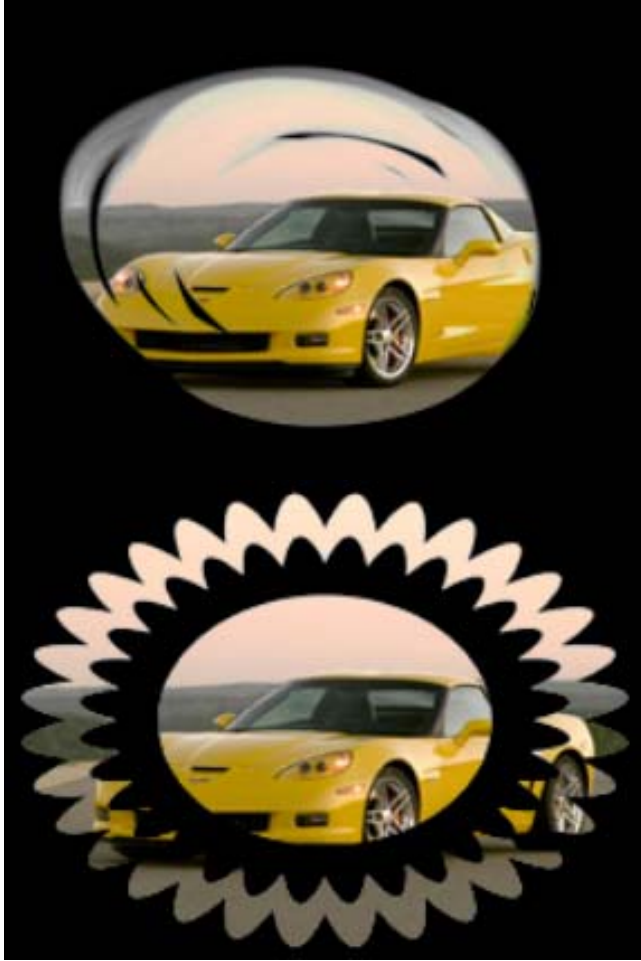
It is one of the foundation elements of our upcoming "Double Helix - the DNA of Persuasion, Decoded!" seminar.

Framing is simply defined as the frame around the picture. It can be plain, different colors, ornate, modern, old, etc. All these frames create a tacit field around the picture presented.

To start, lets give this a strictly literal examination, in the form of a picture in different frames.



Notice how your experience of the picture changes. Same picture, perceived differently because of the frame. This simple example hopefully begins to show how a frame changes how you experience a "thing".





A frame within a frame changes your perception - there is no limit to how many layers that will effect your perception, each one having a deep effect on you.

In life there are many examples of frames or attempts to frame. Every government attempts to frame a conflict in a light that will be supported by the people. So Viet Nam was a "police action" in the communications of the US government - an action to fight the communists "over there" rather than "here at home". The government of the US begrudgingly escalated that frame to a "war" when the flag draped coffins coming back to the US were too many to dismiss.

The fact that so many images were broadcast from that war into the homes of people around the world, also helped to frame the war in ways that the government could not control. The media framed the war by what they chose to cover and how. And that frame helped make it possible for people to challenge the reason for the war.

The US government's failure to control the media frame of Viet Nam was addressed in the recent Iraq conflict by embedding the reporters in with the combat troops. This created a brilliant frame to get the media to only present the events from the governments view - literally preframing the decision that the conflict was righteous and proper. As the conflict and the buzz factor has diminished, the motives for having started the war, are now being examined in a new frame.

Here's another great example of a pre-frame...

"Dear Mom and Dad,

Since I left for college I haven't written and I am sorry for not having written before.

I will bring you up to date now, but before you read on, please sit down.

Well I am getting along pretty well now. The skull fracture and the concussion I got when I jumped out the window of my dormitory when it caught on fire shortly after my arrival here is pretty well healed now. I only spent two weeks in the hospital and now I can see almost normally and only get headaches once a day.

Fortunately, the fire and my jump, was witnessed by a gas jockey at the station near the dorm, and he called the Fire Department and the ambulance. He also visited me in the hospital. Since I had nowhere to live because of the burnt out dormitory, he was kind enough to invite me to share his house with him.

Well, it's really a basement room, but it's kind of cute.

He is a very fine boy and we have fallen deeply in love and are planning to get married. We haven't got the exact date yet, but it will be before I begin to show.

Yes, Mom and Dad, I am pregnant. I know how much you are looking forward to being grandparents and I know you will welcome the baby and give it the same love, devotion and tender care you gave me when I was a child.

The reason for the delay in our marriage is that my boyfriend has a minor infection that prevents us from passing our blood tests. And I caught it from him.

I know that you will welcome him into our family with open arms. He is kind and ambitious, even though he's not well educated. And though he is of a different race and religion than ours, I know your deep tolerance will not let you be bothered by that.

Now that I have brought you up to date...

I want to tell you that there was no dormitory fire, I do not have a concussion or skull fracture. I was not in the hospital, I am not pregnant, I am not engaged, I am not infected, and there is no boyfriend.

However, I got a "D" in History, and an "F" in Chemistry, and I want you to see those marks in their proper perspective.

Your loving daughter," . . .

There are many kinds of frames. And there are major branches that divide down into specific frames. Just some of the ones I have identified are:

2 Main branches:

- Positive and Negative framing
- Reframing

8 Specific Frames:

- Position - this is the real reason for the range of models in a lineup
- Contrast - why, it's less than the cost of a latte a day for the opportunity of a lifetime
- Attribution - Nobel winning research scientists say that...
- Focus - this burger is 75% lean
- Perspective - if you look at the durability and the resulting peace of mind you get, the cost is...
- Movement - we sold 10 of these today already; imagine zooming down the road...
- Color - isn't red the new black?
- Light - see this ring reflecting the light in her eyes as she opens the box.

These are some of the main frames that affect human communication.

A frame offers a perspective - it manages the observer's point of view in relation to the issue. Just as the picture frames and the location where you were seeing the artwork change your perspective, a certain framing of a subject will manage people's point of view.

An example is where a retailer labeled ground beef as 75% lean, rather than 25% fat. This simple change in focus frame encouraged people to see the healthy aspects of meat.

A frame can also direct the observer to notice some features and not see others. A picture frame divides itself from the picture and the wall. You see the picture and not the wall. We do this all the time. When admiring fall colors, you look at the leaf and not the shadow it throws.

Another example comes from labels. We often introduce ourselves with what we do - I'm a Doctor, Mother, business person, athlete, clerk, student, etc.

These all encourage a certain viewing of the person labeled that tends to ignore the other aspects of their totality.

How we see the person (and generally forever after that first impression!), builds around the central frame the label created.

A frame also helps create the picture we view. It influences all organization of information and judgment that come after.

Lawyers use the skill of framing constantly. Prosecutors will try to frame a case as he's guilty or not; Defenders will try to portray the defendant as a poor man persecuted by a villainous or over zealous police department. Rodney King and OJ Simpson, are court case examples that come to mind.

Here are some other important framing tips:

- People's highest priority is to "not lose". This means possible gains are less important. So framing any decision with language of the effects of loss, should motivate a person more than language of possible gain.

"Now consider what happens if you don't purchase this sales training today. You told me that you're here because you're looking for more results, and things would look better with more money. I just want to help you see the possible results clearly here. By now, the one thing you know for sure is, if you look at putting this off... You will keep getting the same results you are now getting and lose sight of getting more results and things will look worse with the same or less money. How does that look? Are you prepared for that loss?"

- People also strongly expect the occurrence of good things rather than bad things. We have a "positive tendency" in mindset. What is the result of this frame?

One result is if people live in a world where primarily good experience is expected, then bad or negative information becomes critically important as a pattern interrupt of automatic expectations. Information that implies a bad experience becomes very important and might conquer positive information in the decision-making process.

So, if you heard about a great deal on a lovely house, but it was in a flood prone area and the predictions were that the coming year would be a record flood year, would you buy it?

No, probably not because negative information conquers positive

information. The overall and overriding frame is you expect your house to be safe!

- Another framing technique is to use time as a persuasion ally. Putting the result into the future lessens the possible effect of a negative result and maintains the overall positive results promised... This is used in the real world by advertising "Do not pay until 2045!"

People can see the happy now of having the product/service (the positive), and the payment (the negative) is way out there in the fuzzy, far away future -- so they know they can deal with it, later.

Hope you enjoyed this little exploration of frames. During the upcoming seminar, "Double Helix - the DNA of Persuasion, Decoded!" we will be going into the detailed use of frames and how to apply them to your specific business and persuasion opportunities.

Check out <http://DNA-of-Persuasion.com/articles> for continuing articles in this series!

If you are serious about increasing your persuasion skills, I recommend you look at <http://DNA-of-Persuasion.com>

Now I understand that this is big step for most sales people. This is not "old school" selling. The world out there is changing, and we can ignore that fact or adapt. And thinking about that, brings up some fear. And naturally, some excitement for a great future!

This kind of intense approach to persuasion is *not* for everyone. Even though it doesn't matter how long you've been in sales and business, how successful you are, or whether you've ever sold anything in your life or not, my new seminar will only work for you if you're ready for maximum sales success. And if you're open to making a few changes to "the way you've always done it".

Warmly,

Kenrick