

Wake Up The Sleeping Lions Project

What's It All About?

This is a campaign targeting short videos mainly towards parents who may have had the vaccine but are unsure about letting their children take it. Let's give them information from Dr's delivered in a bite-sized chunk on each video showing the facts/concerns from them that mainstream news is censoring.

What We Need:

- 1) Video editors to make these very short soundbite videos.
- 2) People to watch longer videos and chart impactful quotes from Doctors/Professors/Scientists.
- 3) All of us to share with friends and relatives who are not fully awake, especially parents with children.

TV Adverts are only a few seconds long and are designed to make an impression on us. This is a template below using powerful psychological influences to enable people to start thinking critically again, below is the short version for ease of using the template. It is expanded later on to add the science and reasoning behind every single point.

Template Of Influence

Video Project

Part 1 - Authority

Who am I?

Banner across the top saying this is Dr x eg: Robert Malone - Inventor of the mRNA

Make it short and sweet with the Drs credentials.

Authority is one of the principles of influence from years of

study by Dr Robert Cialdini, who is the worlds most quoted living social psychologist. His books cite many studies on influence and human behaviour. They have been translated into thirty three languages.

Part 2 - Quotes

Add a short video of the Dr stating 1 most important/most shocking point only, eg;

“Did you know over 800 teenagers are suffering heart problems after the jab?”

If we can capture different Drs saying shocking one liners - perhaps also drawing attention to facts from CDC itself, or “VAERS report shows,” or “Israel has found...” This can work as a “pattern interrupt” to break people out of their government induced trance.

The reason we want to use the most shocking quote is because bad news travels fast, using a simple one liner from a Doctor will start to wake people who are already questioning or at the very least plant seeds which will grow as we share more from other Drs. It will also help all of us remember quotes from impactful figures of authority, useful to drop into conversations.

This is why the government have used such simple messages on repeat over and over. We can do this also with facts from real Dr’s to give them something to think about in bite sized chunks.

Part 3 - Social Proof

“I am 1 of 40,000 Doctors who don’t agree with the mainstream narrative “ it could be a box or star with this information to the side of the screen, see picture. Governments use this; Polls show 95% have had their vaccine. People believe this and think it’s the right thing to do as so many others have supposedly already had the jab.

Part 4 - Censorship

Why have you not heard about them?... (if they can boot a president of one of the most powerful countries in the world off social media...) so the call to action is;

“Please share before this gets removed... Isn’t it ‘safer to wait?’. These are our children - we must protect them.” This can be used in a box or as a ribbon at the bottom on a loop with the words moving slow enough to read. This is what the video could look like... (I’m sure a video editor can massively improve this)

Dr Mike Yeadon

(Former Vice President At Pfizer Head Of Respiratory Medicine)



58,000 Drs,
Medical & Health
Scientists signed The Great
Barrington Declaration
www.gbdeclaration.org

#SaferToWait

Please share before it gets removed. Drs are being censored.
Isn’t it safer to wait - these are our children and we must protect
them.

That’s it, the template and now with the background science and
research behind it. Please share this pdf.

Template Of Influence

Adverts are short, effective and are designed to influence us. From Chuck & Dan's book *Made To Stick* - when students were given basic templates to make impactful adverts, the success rate went up. The simple template previously can be very powerful in waking up sleeping lions...

It could also be the tipping point for double jabbed friends who have done everything asked of them and still can not go on holiday to the US and many other red list countries without extreme costs involved, and now perhaps they are feeling 'had' and uneasy at the relentless focus towards children and the constant U-Turns (lies). Three weeks to flatten the curve, let's vax the vulnerable, now lets jab everyone - it will be pets next! ffs...

The explanations below will also give you ideas on how to communicate and deliver influential points. Much of the template has been drawn from Robert Cialdini - who is a recognised worldwide for his research on the psychology of influence.

His book 'Influence' has sold over 3 million copies. He uses real science to the art of sales, marketing and influence with exhaustive reviews on research on how to influence.

Part 1 - Cialdini Principle - Authority

Intro - Who am I? I'm a Doctor...

In times of uncertainty, we look to who is the most authoritative person to follow...

With the onset of COVID, Boris channeling his inner Churchill - that was no accident... the tone, pace, language was very precise - war like - and we listened and we did as we were told. The unknown was very scary and uncertain back then.

Plus the awful pictures of people dropping down dead in the streets of Wuhan...Didn't happen did it? A news channel was caught out when they tried to repeat the process for the Indian variant as they used photos of people injured in a gas explosion a few years earlier...

As time went on the confusing messages were difficult to process especially if you were terrified and believed fully all the fear propaganda about a virus with a 99.96% survival rate if you even caught it.

Confusion is a classic hypnotic technique, so again you resorted to follow the one with the most authority and forgave the bumbblings of Boris, as perhaps he was trying his best. He ended up in an NHS hospital after all, funny that, I'm sure he would have normally gone private, he certainly could afford to...

The Authority Of Drs

If someone is given a diagnosis of cancer - unless they've studied health and nutrition to a great degree beforehand, they will automatically put their faith in the Dr.

A well meaning friend who has studied nutrition for decades and has qualifications will be overlooked as in times of crisis we put more trust in recognised figures in a hierarchy of authority like Drs. Even though the father of medicine Hippocrates said "Let thy food be thy medicine". And Dr's have less than 3 days training in nutrition. Did you know that ?

Using Drs with their credentials at the top in the template as an unquestionable expert. We can start with the most distinguished ones such as the inventor of mRNA, Dr Robert Malone, Dr Mike Yeadon (former VP of Pfizer), Dr Peter McCullough, Professor Dolores Cahill and then every Dr we can find...

The Millgram experiment which explores the authority of someone in a white coat, it is a very powerful and disturbing study; Briefly

when a participant in the study was instructed by an authority figure in a white coat to administer ever increasing electric shocks to someone in the next room, despite their agonising cries to stop, they carried on. Luckily it wasn't real shocks being administered but actors playing the role of the victim.

Please research the Millgram study as it's a huge insight to human nature and understanding it can make sure we can do everything in our power to stop it happening again.

Another study asked nurses if you were asked by a Dr to give a patient a cocktail of drugs you knew to be dangerous would you question it, 80% said yes. The next step had actors pretending to be Drs phoning different nurses in hospital and telling them to give patient X this cocktail of drugs - 95% complied but were stopped just before administering them.

Even Dr's are not immune to the authority above them "I was just following orders" was not accepted in the Nuremberg trials, where many were found guilty and hung for crimes against humanity.

Part 2 - Quotes

A short video/fact/quote from a Dr

A shocking quote from a Dr is more likely to be heard and may snap people out of their temporary hypnosis. It works as a pattern interrupt and is used by hypnotists, NLPers and good sales people to change the direction of a persons thinking.

Pattern interrupts can change behaviours by waking up / alerting people to better choices.

Boris's constant U-Turns and Churchill act is no longer convincing and when the papers report how the government has given contracts worth millions to 'the boys'. Unconsciously many sense something is not right but are locked into trusting the authorities... We can aim our one to one conversations around corruption as it is often an easier place to agree upon.

Dr Milton Erickson , MD, Psychotherapist and Hypnotherapist. (A lot of NLP came from the study of him) used quotes all the time to influence his clients to change their behaviours. It is also a strategy of installation, as is telling a story.

This is the video part where we can share 1 most important/most shocking point from a Doctor like Dr. Mike Yeadon (ex VP of Pfizer and Head of Respiratory Medicine) stating a short, shocking statement.

Using a quote ourselves means we can ‘borrow’ the authority from the Dr and carry more sway... These short videos will help us learn and remember one liners to use the authority principle with short quotes. It’s time to work smarter. It’s harder for someone to argue back when you drop bombshells from Dr’s, scientists and professors themselves....

And the more videos we do, the more we will influence the sleeping lions to wake up and start questioning.

This needs many of us to re-watch longer videos from Dr’s and highlight eg; 1 min 20 sec Dr x says y (quote) ready for a video editor to capture and insert into new 30 second-1 minute factual sound bites. We need the most shocking to wake up many sleeping lions who know something is not adding up. Bad news travels fast and we need to reach more people quickly.

It needs to be a simple message, which within a few watches and shares, we ourselves will remember and be able to re quote. We need to plant seeds to start the wake up from the government hypnosis which confusion is a part of...

This gives us a vehicle to share with friends who are asleep, saying something like: “Have you seen this, it’s shocking - it’s only a 30 second video,” May be enough to start the awakening process or even “I know you won’t ‘watch this’ but it’s only 30 seconds long and is shocking” - will ensure they will watch it just to spite you...

We know within a day, we see lots of the same videos being shared by awake friends so we have a network that connects really fast -

but those who have put us in a 'conspiracy, anti-vax box' will not watch them, we've given up on sending them as we've been ridiculed, and belittled by many.

It's time to start contacting them again, it's much harder to argue with a Dr, as Dr. Peter McCullough, MD ,MPH, who is the most cited doctor (in the National Library of Medicine) for medical treatments including COVID 19) said... "We need short videos, he also asked where are the psychologists and hypnotists? How did they do this?". Which is the inspiration for this project.

Part 3 - Cialdini Principle - Social Proof

Government have used bots, paid actors and used biased polls that show a high proportion of people have been vaccinated to influence others. We never see the details of these polls and ones I've seen, seem to have leading questions in order to obtain the results they want.

"Hugo talks" highlighted the anomaly of many young actors all magically found and interviewed by the mainstream media, some in hospital, with oxygen masks on telling us COVID is real, telling us to get jabbed - how interesting that they are all actors, yet this is not mentioned in various articles...

When you have no connection to what censored Drs are saying you will tend to follow the masses as its inherent within us to follow the herd as safety in numbers is part of our survival instinct. We need to give them new Drs to follow and research...

"I am 1 of 40,000 Doctors who don't agree with the mainstream narrative." Another banner or shape with information in could be used across the video or near the bottom stating something like "Over 2000 Drs from American Frontline Drs" or over 2000 don't agree with the TV drs and/or Over 58,000 Drs and medical public health scientists have signed the Great Barrington Declaration which was started by Prof Gupta (Oxford) and Harvard and Stanford Professors...

We could add website details onto the videos so people can start to research more . Ones like gbdeclaration.org, also the worlddoctorsalliance.com, Thehartgroup.org, americasfrontlinedoctors.org and others.

Look up the Asch conformity experiment as an example of how we follow the herd. Basically when everyone publicly voted for a wrong answer, (they were actors). Nearly always the lone subject agreed also despite knowing it to be wrong. When there was another who challenged the group think, the lone subject had the courage to say the truth as he saw it.

Trying to use social proof can go wrong as US president Biden stated on TV 350 million Americans are vaccinated which is interesting as the population of the USA is 328 million. Perhaps he was advised by Bill Gates as one of his favourite books is “How to lie with statistics...” more study required...

So many polls have said things like... over 95% of over 50s have been vaccinated, yet a leaked document from the NHS says it's nearer 50%...mmm...as Disraeli once said - "Lies damn lies and statistics"

Part 4 - Cialdini Principle - Scarcity & Censorship

The Scarcity Principle - The tendency to want what seems most desirable or rare. Also the same applies with information that is censored or banned. When the radio banned The Sex Pistols, they suddenly became more interesting. We also can tap into this.

Cialdini mentions in his persuasion and influence books that in studies when offered two sets of cookies - the jar with less in seems much more desirable although interestingly not more tasty. It's why open days for selling a property are great for estate agents. The pressure to buy the house is immense, when you think you have competition and the social proof from others that the house is desirable... This is what can cause bidding wars.

We also need a “Call to action; ’Please share before this gets removed... Isn’t it ‘safer to wait’. These are our children - we must protect them” This message, it could be a revolving ribbon with the words at the bottom of the video as the call to action, to spread these short videos everywhere or just in an oblong box at the bottom - see picture previously.

When Jurors were told not to take into account certain evidence as it was deemed unreliable in court - studies showed it was taken into account - it is like saying stop thinking of the colour blue... you can’t.

According to Cialdini in his book Pre-suasion - a revolutionary way to influence and persuade: the effect is intriguing in that the audience also tend to believe it more...

Banning your teenager from seeing someone - that relationship will immediately become more desirable.

These techniques are being used already as a reporter on a BBC programme showed to schools answered a child who asked if these vaccines are safe - “100%” - she replied. The BBC were forced to apologise and remove this. It’s too late now as many children saw this and now believe it, the bastards...

Teachers, parents, adults and reporters are authority figures to children, they are people to be believed, trusted and unquestioned as they know more...

There is an absolutely horrendous document endorsed by Queen Mary University and the Stephen Hawking Foundation headed towards schools everywhere. The Hart group have pulled apart the medical lies and myself with people from the website “The Scriptbook.co.uk” (which has many nutshells and information on conversations of influence if you wish to study further). We looked on the manipulative psychology used - its f***** awful...

Let’s use the censored and banned information from Doctors through Messenger, Whats-App and wherever else we can and start spreading it like wildfire. A simple one liner will help us to

remember and be able to quote to people we meet again using the authority principle to influence - along with other simple one liner conversation starters like...

“We have to ask questions don't we?”

“Has a government ever lied to its people before?”

“Remember the Boris bus, saving the NHS 350 million in a week? What's happened to the money?”

“Do you think it's right google has censored lots of Dr's, scientists and professors information off all its platforms?”

“Do you think its right google also has shares in pharmaceutical companies as well as most politicians?”

“Why have you not heard about them?... if they can boot Trump of social media...”

Dr's have been ousted of Youtube, but Bitchute, Odysee, Brighteon.com, Rumble or Brand New Tube have lots of videos with Drs. If you search there for people harmed after the jab - there are real people sharing their stories and there are loads...all not allowed on Youtube... Why ?

Also reachingpeople.website have many more ideas to help with how to reach people and improve our communication to influence.

Thank you for reading this document, it's not perfect, but its good to go, please share, share, share with anyone who can help and use this template and get started.

We can easily use it for quotes from other figures of authority to influence and we can, but I think the focus on Doctors and targeting parents first will help us get to the tipping point needed for enough of us to just say 'NO!'

Have you noticed I keep repeating certain things ? Good, it's what the government have done with their repeats. People have been

repeatedly conditioned to churn out phrases like “I trust the science”

We can easily challenge this in a one to one ...”Which scientists specifically ?” and add to whatever they say the reply, “Thats interesting I was listening to Dr Malone the inventor of mRNA and he says ...” to take the conversation to the place where you can drop in the quote.

So, who am I? - I’m Debbie Williams, Hypnotherapist & NLP Trainer. Having helped life coach Tony Robbins on all UK Trainings for 10 years from 1993 and then being a member of Dr. Richard Bandler’s assistant team since 1995 and PA and friend to Paul McKenna on their courses, as well as an avid reader, producer of self help recordings.