

Irresistible
Intrigue
Formula

This is very important formula for answering some interview questions like

1. Tell me something about yourself
2. Why MBA?
3. Why this Institute?

And many other similar questions

This formula is called **Irresistible Intrigue Formula**.

It starts with ***Irresistible Hook*** and then opens an ***Intrigue Story Loop***. **Read this till the end** because I am going to demonstrate it to answer one of the most frequently asked questions.

The basic purpose of it is “[Get Interviewer’s undivided Attention with an absolutely Irresistible Hook](#)” and then “[Open Intrigue Story Loop](#)” to further engage them.

I will tell you how to use this formula **in a moment** but before I do that I would like to talk about where I learned it.

I learned this framework while reading a book from a person who has helped to raise over **\$450 million** in Venture Capital.

The formula works on almost every situation. It can work while negotiating your salary, raising the money or selling yourself in interview. First get this straight, you are noticed by an interviewer when you do one or many things from this list

1. Being uniquely different
2. Being Authentic
3. Having guts to reject status quo and conformity

“What makes it work so very well?”

Before I explain it, let's understand this Hook + Loop Formula.

What's the Hook anyways?

Hook is something uniquely amazing strength angle

Now, don't say that I don't have anything unique and compelling to say or don't say I haven't achieved anything substantial in the past few years.

In fact, I will show you few examples of it **in a moment**. (I am not a high achiever either) plus I am going to give you specific sets of exercises in [GD/WAT/PI Revolution](#) to find out your unique strength angles if you are not able to find out any.

The simple reason why you don't need to do or have done something very unique in order to make this formula to work because there is not any information in the world that **can't be reframed in a way that's perceived as new and fresh, so anybody can do it.**

So the next logical step is

Open the loop

What creates this open loop?

Unfinished stories open loops.

Start idea/thought/story instead of finishing it and you move onto something else. In other words, you keep the **loop open**.

Unfinished story threads create unresolved emotional tension which creates **cliffhanger effects**. Open story loops **leaves you hanging**.

I will even give you example of it just **in a moment** before I do that I would like to give you an analogy.

Remember the scene from **24**.

The Hero seems to get shot (the sniper moves crosshairs and his M14 sniper rifle over head of **Jack Bauer** & gently squeeze double set trigger....BOOM)

But the episode ends right there.

Cliffhanger Effect.

If you don't know how to create Cliffhanger effect, I have written **my CAT Journey** in 3 parts on **PagalGuy**, just see how I opened the loops and didn't close it, left them hanging, it created massive cliffhanger effects, just look at the comments.

Some people were went to such an extent that they actually PMed me several times to ask me when I was going to release the next piece article. (I do it in my emails almost all the time, if you don't believe just check last 5-6 emails you got)

You can subscribe to my email list here if you haven't done so.

<http://mbakakeeda.com/Welcome>

Here are these articles I wrote on Pagalguy (study and model them)

<http://www.pagalguy.com/discussions/all-i-wanted-to-speak-about-cat-16898142/17614893>

<http://www.pagalguy.com/discussions/all-i-wanted-to-speak-about-cat-16898142/17636206>

<http://www.pagalguy.com/discussions/all-i-wanted-to-speak-about-cat-16898142/17848779>

This Cliffhanger ending impacts us on a subtle level. This effect is called **Zeigarnik Effect** after a Russian psychologist **Bluma Zeigarnik** who noticed odd thing while sitting in a restaurant in **Vienna**, the waiters seemed only to remember orders which were in the process of being served. When completed, the orders evaporated from their memory.



Zeigarnik went back to lab to test out a theory about what was going on. She asked participants to do twenty or so simple tasks in the lab, like solving puzzles and stringing beads.

Afterwards she asked them which activities they remembered doing. People were about twice as likely to remember the tasks during which they were interrupted than those they completed.

Simply put Zeigarnik effect is about human tendency to remember uncompleted or (interrupted) tasks more than the tasks already completed.

The great English novelist **Charles Dickens** used exactly the same technique.

His cliffhangers created such anticipation in people's minds that his American readership would wait at **New-York** docks for the latest instalment to arrive by ship from Britain.

They were desperate to find out what happened next.

Three powerful points you need to remember and exploit during your Personal Interview

1. People need to have closure
2. When they don't get closure, their response potential is increased.

Hint Hint

3.

That's it.

Just remember **these three points** and you will be good. You will have your interviewer's **undivided attention**, instead of asking pointless & silly questions, looking uninterested they will be more inclined to listen to what you have to say and ask good questions.

It's not complicated as it looks.

Yeah, that's right.

I only listed two points above.

Thing is #3 is far too powerful for me to tell you about it.

I don't want many people exposed to this. I want to keep this piece for [GD/WAT/PI Revolution](#) students.

Far too powerful to just give out.

Perhaps I will tell you later. I dunno.

Lemme think about it

Now take action and implement it in real practice.

See how this to integrate this technique in your answers.

Warning: Don't use these effects in each and every answer, use it when you feel it's required to direct the flow of interview towards your Strength points.

Did you feel a strange and strong urge to know what the 3rd point is?

The truth is there is **no point #3**.

I was just demonstrating the effect on you. If I would have held this until the end, you would have seen its real beauty.

That's where it became *10x more effective*.

I have been covertly using **open loops/nested loops** in almost everywhere in this report, just check them out (I have highlighted them with **this colour** go back and check, see if you can spot them, I used it so you can keep on reading it till this point)

Nested Loop: Open the loop within the loop.

Now the formula goes like this. This is a broad formula.

1. Set the frame (I will **come to back to it little later**)
2. Get their attention with Irresistible Hook
3. Open an Intrigue Story Loop
4. Tell the story (using multiple nested loops if you want)
5. Close the Loop on points (where you want to divert/direct your interview i.e. strong points)

You can also **plant the clues** in your story in such a fashion that Interviewer is compelled to ask you questions on these clues.

What happens most of the time is when you start, you tend to ramble and talk about all the things which is already known to the interviewer because they are mentioned on your SOP/Form, there is no element of surprise, intrigue, that's why your interviewer gets bored after a couple of minutes and starts grilling you with nonsense questions.

Don't use this formula in Group Discussions, Essay Writing and SOPs.

It must be used only in case of One on One interaction i.e. Personal Interview.

There is **3 step formula** to answer any interview question

1. Understand Question behind the Question
2. Prepare answer in Plain English
3. Preparation

First Step is Understand Question behind the Question

It means *getting into interviewers head* to understand what he/she really looking answer is for. Don't answer the surface level question, go deep.

If you are asked this question

1. Tell me about your biggest weakness?

The question behind the question is

- 1. What's your biggest weakness and how do you intend to develop in this area?**

2. Tell me about your biggest mistake or failure

The question behind the question is

- 2. Tell me about your biggest mistake and what you've learnt from it**

It almost works every single time and this step forces you to identify question **interviewer want you to answer.**

Second step is **Prepare your answer in plain English**

After understanding question behind the question you need to prepare answer in plain English.

You don't need to use big buzzwords, jargons, acronyms and superficial language and vague things.

Third step is Preparation

Don't say I already knew it because if you knew it already then you wouldn't be reading this; you would already be studying in elite B-school.

If that's not the case, then read this.

The **secret sauce is the method**. I am going to tell you how to exactly do it.

Take a newspaper or article, read it aloud and speak each word slowly and very carefully in mic and record it on your smartphone or your Macbook (laptop recording sucks big time)

Now record for 2-3 minutes, hear the recording.

Now observe few things.

1. How does it sound?
2. Do you speak too fast or too slow?
3. Do you pronounce words clearly? If you were a listener of the news, would you want to listen to your voice EVER? (This is very important test because if you don't like your voice, then why would other people would want to hear about it)
4. Do you use take deliberate pauses and emphasize on right words?

Observe this and then do next set of round, take any topic of your choice, you have to talk about it for 2-3 minutes on it and record it.

Again use the method I mentioned above. Observe few things.

1. How does it sound?
2. Do you speak too fast or too slow?
3. Do you pronounce words clearly?
4. If you were a listener of the news, would you want to listen to your voice EVER?

5. Do you take deliberate pauses and emphasize on right words?
6. Do you use filler words like "uh's" "ah's" "like's" "you know" from your speech.

These are “place-filler” sounds designed to keep the listener’s attention on you even while you’re trying to think of what to say next.

Get rid of them. This will not happen overnight and it will take days/weeks/months of practice, but once these habits are ingrained inside you, you will never go wrong.

Deliberate Practice will help you to get rid of it. It's not Practice Makes Perfect.

It's the **Right Practice/Preparation make you Perfect.**

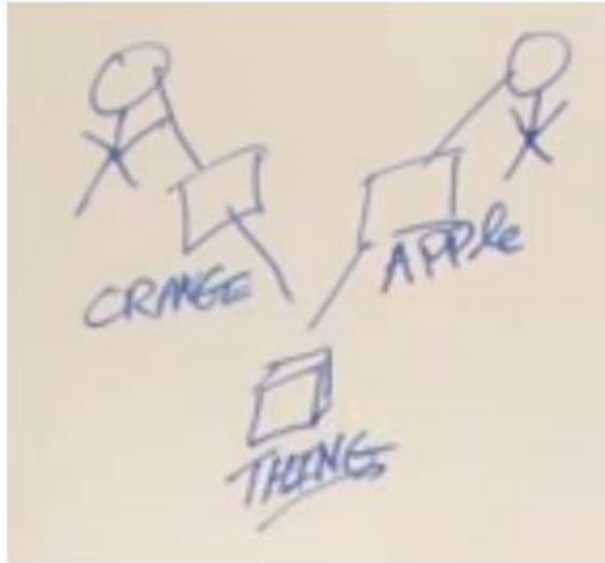
Now, let’s get back to frames.

Frames are point of view, a perspective, a position.

The Strongest frame always wins.

Your frame is your point of view. Another person can look at the same thing you are through his frame and what he sees may differ by a little or a lot. The common label people give this is perspective.

I perceive and interpret things differently than you do, even when we’re looking at the same thing.



Why do frames matter?

There are thousands of MBA aspirants and each brings a unique perspective, a frame, to that particular social encounter i.e. Personal Interview.

When two or more people come together to communicate during Interview, the frames square off, then come into contact, but not in a cooperative or friendly way.

Frames are **extremely competitive** especially during the Stress Interview.

Remember, they're rooted in survival instincts and each frame seeks to sustain dominance, so when frames come together, the first thing they do is collide.

This isn't a friendly competition, it's **a death match**. Frames don't merge. They don't blend and they don't intermingle. When they collide, the stronger frame absorbs the weaker.

When your frame and another frame come together, they collide and the stronger frame absorbs the weaker. This is what happens below the surface of every GD or Personal Interview you attend.

Now, I am going to answer the most important question using this method and going to teach you about it.

The question is

Tell me something about yourself.

Before I answer this , a little bit about my background.

I am a **Chemical Engineer** passed out in **2009** from **UDCT** (or **ICT**) , worked for a year in **Chemical Manufacturing** as a trainee Engineer. I learned many practical things happening in actual industry, along with **Kaizen, Systems, SOPs, Checklists, Processes** & lot of other things.

Here are some of my key achievements (or Irresistible Hooks)

1. I have won many scholarships for Competitive Exams in school related to **Maths and Science**.
2. I like to read non-fiction books especially related to Business, Strategy, Marketing, Sales, and Productivity.
3. I have uncanny ability to actually take principles, strategies from different industries and apply it to other industry.

For example,

I have learned about **Theory of Constraints** when I was working in a Chemical Plant, I used it to create these piece of articles

<http://www.pagalguy.com/discussions/mba-prep-articles-16898145/19827706>

<http://www.pagalguy.com/discussions/mba-prep-articles-16898145/19934260>

And a course

<http://mbakakeeda.com/break-free/>

4. I also have experience in one on one selling for 1.5 years, where I started learning a lot of things about Sales and Marketing and while I was learning persuasion I learned about **NLP** (Neuro-Linguistic Programming) I modelled it in book to teach MBA aspirants to crack Stress Interview without trouble, read my book

Ace the Stress: How to Deploy 4 Secret Weapons to Obliterate Any Challenge Posed by an Interviewer in Stress Interview

<https://www.instamojo.com/SUKRUTKHAMBETE/ace-the-stress/>

5. I also learned about **Power of Systems** when I was working in a job and I learned importance of systems in day to day life, I used them and combined them with novel principles of **Neuro-Science** and successfully learned 6 new habits/skills.

6. I also used it to systematize Analyzing mocks and converted it into simplified process anyone can use to increase their percentile faster. I teach it into **Percentile Maximizer**

<http://mbakakeeda.com/wp-content/plugins/surveysocialpilot/timeline/index.php?id=6>

<http://mbakakeeda.com/percentlie-maximizer-sequence/>

7. After failing in a business and few product ideas and losing a lot of money and I learned power of *Market Research, Surveying, and Validating business ideas/product ideas, Pre-selling* which I use before I even think of launching any product.

I do lot of upfront research to weed out loser ideas upfront and work on only those ideas which are worthwhile my time.

The result is I rarely experience failure in Product/Business Ideas and even if I do, I can tweak them.

Now I have deliberately used most of the examples that you can relate to or you know of, there are plenty of things you don't know about me and what I do, so I am not going into the details of it here.

These are some of my hooks.

I will tell you how to develop your own hooks inside [GD/WAT/PI Revolution](#) using specific sets of exercises and methods if you have no idea about it.

Now coming back to questions

Tell me something about yourself

How average aspirant will answer this question?

“My name is Sukrut Khambete. I was very bright student in my school days right from the start, I won prizes in many competitive exams in my school and college days.

I opted for Chemical Engineering and after completion I worked for a year in Manufacturing where I learned about Kaizen, Systems and lot other practical things.....

At this point, your interviewer has already started yawning, feeling sleepy. He/she is hearing these same lame responses for the last 2-3 hours or maybe a whole day (i.e. 6-7 hours in some worst case scenarios)

You did these obvious mistakes.

1. You are telling them what's mentioned in SOP or form
2. There is too much predictability
3. You stand no chance to shine amongst hundreds of other aspirants

You have already lost before you even began.

These are few mistakes aspirants make. I have highlighted the mistakes I did in answer above.

1. **Too much details too fast** (predictability)

You have already started on predictable note; interviewers know what's coming next. They have already started thinking of a stupid question which they are going to ask to interrupt you.

2. Too vague, too fuzzy (not clear thinking process)

3. No frame to provide context

4. **Too similar to competition** (no uniqueness)

Everybody starts talking about themselves in the same way i.e.

Chronological Fashion. There is nothing much I talked about my hooks.

That's why if you do the similar things, you don't have any chance to set yourself apart from the crowd, especially if you have no USP.

5. Neediness (no backup plans or confidence)

6. Going too slow (don't value time)

Now I will tell you how I will use **Irresistible Hook and Intrigue Story Loop method** to deliver answer that will not only stand out from the most of the crowd but also draw undivided attention of the interviewer panel. (I will do that without having lots of academic or workplace achievements, no IIT, NIT tags, no extra-curricular, no co-curricular, no significant academic achievements except few of them)

You need to use signalling behaviours and responses which triggers that you are of **high social value**

Tell me something about yourself

(I will be picking important and irresistible hooks inside my story, even the story is bit long, it's interesting)

Here is the response

*As you can see on my SOP/Form, there are lot of things I did during my school and graduation days **which are not mentioned here**, apart from being exceptionally good at Maths and Science. (See, I talk about my being good at Maths and Science in a subtle way and I introduce intrigue element of things **which are not mentioned here**, now I have got their attention, I tried to break free from the conventional mould.)*

*I've learned quite a few practical things including Kaizen, Systems, Processes, during my stint at Manufacturing after I graduated from UDCT and because of this exposure, few interesting things happened over the couple of years that followed afterwards. (Now you have started **Intrigue Story Loop** which is now becoming more interesting) I used the knowledge I gained here to systematically develop 6 new habits/skills over the last few years by combining it with advanced principles of Neuro-Science, I will tell you about **them just in a minute** (I opened nested loop) but let me tell you what really happened there.*

As I started, first thing I noticed was about Kaizen, what it meant was continuous improvement, that concept was really novel to me. I started researching more about it as I was told during my training, I started learning more about these different processes, checklists, SOPs alongside my normal training which was in a way somewhat monotonous, in the free time, I started reading books about it. (I demonstrated how productively I used my time at my job)

I think that was one of the most important things which later proved out to be important element in developing these new habits/skills.

I started seeing invisible connections everywhere. I became very much fascinated.

Later on when I started selling one on one, selling online, I also saw how different businesses leverage the power of systems to grow by leaps and bounds. I started implementing it into my personal and business life (I am subtly demonstrating my strengths)

During that period, I stumbled upon an article related to Neuro-Science which talked about combining “Power of Systems” to build lifelong healthy habits using some advanced Neurological techniques.

*I was fascinated by it and being avid fan of reading these kind of books (I again talked about my hobbies)I read few books on it, the one I profoundly remember is written by **Charles Duhigg** and combining both, I developed new habits/skills in short time.*

Namely I learned

- 1. Facebook Advertising*
 - 2. Exercising on regular basis*
 - 3. Email Marketing*
 - 4. Copywriting*
- etc etc*

Now if you see, I used only few hooks inside the story but I strengthened my case planting the things where I am expecting questions.

Few of them namely, now they can ask me about

- 1. Systems**
2. Kaizen
- 3. Neuro-Science**
- 4. Building Habits**
- 5. About 6 habits/skills I developed**
- 6. Reading habits**

7. Manufacturing

But most importantly they will ask me questions on few things I highlighted and more likely they will do because I have structured my story like that.

I can create countless such examples, there are lot more examples inside [GD/WAT/PI Revolution](#)

And now an offer you can't refuse.

Hey, did you like this formula?

It's actually taken from a course I have called [GD/WAT/PI Revolution](#)

If you think this report taught you a lot of things you didn't know earlier then just imagine what you are going to get [inside full course](#). Here, I just scratched the surface.

Here's the deal for ya.

What you are going to learn inside the whole [GD/WAT/PI Revolution](#), it's not a conventional course teaching you the same old rehashed stuff which never works.

I know, you have probably read nonsense advice on blogs/forums which never works in real life but given freely on forums or flakebook groups.

You probably won't find this kind of method or advice freely on GOOGLE because this is advanced level tactic and I spent countless hours researching, reading, refining these principles over last 4-5 months.

I learned it after reading hundreds of books, articles, watching videos, buying courses.

If you want to do that and if you have lots of free time & money, go for it, but how will you know what to search for and don't you have other important things to do.

See, I read all these things and refined it so you don't have to go through all the trouble, what I am asking is little investment.

Warning: This is not for everyone.

1. If you don't believe there are new methods/strategies/techniques which can/will work, then this is not for you.
2. If you are not prepared for hard work, have get results quick mentality, would rather think of doing something rather than doing something then this is not for you.
3. If you want to exploit these methods using lying, dishonesty, then please stay away from it. (There are some methods which are open to be exploited)
4. If you are looking out for easy way out, thinking you can crack GD/PI by googling around for terms like “**free GD/PI tips**”, then you might get lucky somehow or you can always go to pagalguy and search forums for countless hours without literally getting nowhere. [I found the worst piece of advice given by people who are active on Pagalguy.](#)
5. If you think it's **too costly** because you can't afford to spend few bucks on your education, self-improvement which might set you for life and help you to get into your desired B-school, then you are not ready for it yet. Go and search elsewhere.

This is only for Serious Aspirants. I absolutely mean it. This is not for tire-kickers.

Let me tell you upfront, it's hard work, although I am going to tell you smart ways to **tactically manoeuvre your competition** but you are not going to be successful without putting any efforts.

The reason I created this course because every year I see many good students scoring very good percentile in CAT, also get calls from elite B-schools, but many of them have to settle for B-schools which are way below their true capabilities or they have to repeat CAT next year hoping to get the same or better calls again.

It almost sad to see their dreams shattering in front of my eyes. I have been there, I know how painful it's to accept that when you know for sure that you needed only the extra push in GD/WAT/PI to convert those extra calls.

If you talk about coaching classes, private tutors. There is a lot of money on the line. Plus, most of the time, you don't get **individual attention let alone individual feedback** and even if you get the feedback , it's almost always lacklustre with no steps, strategies, frameworks for further improvement.

The answer lies in [GD/WAT/PI Revolution](#).

What you are going to learn

[GD/WAT/PI Revolution](#) is the Revolutionary course which teaches you some of the best strategies and unconventional wisdom from expert lawyers, highly paid sales people, marketing geniuses , negotiation experts, hypnotists, cult leaders, dating gurus, neuro-scientists and famous writers.

(There are some techniques/methods which are open to manipulation/unethical use, don't use it for evil purposes)

1. How to use Harvard Negotiation Project method to instantly diffuse stress in Stress Interview Questions?

2. 80/20 Interview Technique: Set the Foot in the Door Method

3. How to create killer and irresistible hooks in your SOP and Interview questions to get their undivided attention?

4. Advanced Neuro-Scientific Tactics to bypass logical brain: This method is used while pitching your deal to VCs and avoid getting into technical minutia

5. How to get rid of your nasally voice and stop rambling?

6. Story-telling hacks to induce hypnotic trance

7. How to write SOPs that command attention, get read and praised without sounding like a total douchebag?

8. A.R.M.S. Technique to answer most difficult questions

9. How to use secrets used by Top Performing Athletes to crank up your Essay Writing skills?

10 How to use Eye Gazing method to reduce stress and calm nerves just before and during the interview?

11. How not to create enemies in GD and PI by disagreeing with people?

12. How to justify gap, low graduation score, career breaks questions gracefully?

13. How to sound authentic without having to use big buzzwords, jargons and terminologies?

14. How to deploy 4 secret weapons to destroy the challenges thrown to you in Interview?

15. How to answer questions like What's your biggest weakness, biggest failure, biggest mistake and strategically use it for your own advantage?

16. How to create content from Scratch even if you have no idea or very little idea about the topic using 3 unusual methods?

If you don't take advantage of this offer , there is parting gift for you.

You are not going to like this but I will be 100% honest with you as I have been with you so far.

Your parting gift is the dose of reality.

You can keep doing what you are doing, this will waste your time, money and sanity.

You will be one of those people who try their luck at MBA every year and get into classic RAT(or should I say CAT) race, waste years, plenty of time & money , become laughing stock for their office colleagues, friends.

Eventually, they either quit on their dreams (which they have to because they have no choice left) or they settle for mediocre B-school.

This story is lot like thousand of MBA aspirants that meet with **Soul crushing Defeat**.

I see it all the time, you also see it all the time.

It's absolutely heart-breaking because it's not just a B-school call, it's someone's dream.

It represents hundreds of hours of hard work, money, energy, soul put into the big vision that failed catastrophically.

Now for normal aspirant, I call it “HOPE” strategy, you have some hope that you will convert the call. You join some coaching classes, check facebook groups, pagalguy forums and prepare half-heartedly and haphazardly.

Hope is uplifting and wonderful in many areas of our lives, if you are shipwrecked at sea, stuck in an elevator, hope can keep you alive, while you wait to be rescued but when it comes to converting B-school calls, hope is an Ugly word, Nasty word, Soul-Sucking word.

You need to take control of your own success to the best of your ability. You must take chances out of the equation...that’s why you need a system designed to help you convert the most coveted calls. The system is here, take action right now.

[GET GD/WAT/PI Revolution](#)