



Who's winning the persuasion game in your business?

Every day in business you spend much of your time **persuading** people to do what you want them to do.

You're **convincing** customers to buy your products and services and to use them more often.

At home you're **coaxing** your kids to keep their room tidy. Or you're **enticing** your spouse to go out for a curry when they'd much prefer the French bistro in town!

Can you see how your '**powers of persuasion**' skills help determine your level of success?

So, are you any good at it?

- Could you be better at persuading others?
- How well do you know the science of persuasion?

And to protect yourself:

- How good are you at spotting others using the skills of persuasion on you?

Start right or fail...

Like Sun Tzu (ancient military strategist) suggests:

"Every battle is won before it is fought."

Although persuasion isn't a battle the persuasive point being made here is:

"It's what you say BEFORE you say what you want to say, that really matters"



Pre-suasion is learning what to say or do **BEFORE** making a request of someone. All because there are ways of making people more open or willing to say yes to you... **BEFORE** you make a request, offer or proposal. Remember it's much harder to influence people after they've already made their decision.

In a nutshell

For successful persuasion you must first prepare the ground before you start to persuade – '**set the scene**'.

Pre-suasion is the preparation work you must do before you seek approval.

For example: Set the scene for a street survey...

Does anyone really want to help fill out a survey when stopped in the street? Not really.

So how do you drive survey responses from 29% of those asked up to 77.3%?

You put pre-suasion to work!

Ask them a question that puts their attention on something relevant to what you want! Here's how...

When people are asked first:

"Are you a helpful person?"

...they mostly respond positively.

A proven solution for you...

Asking careful questions is a powerful way to influence what someone is paying attention to. Anchoring them to a large comparison also shifts attention.

Pre-suasion is about choosing your questions and anchors carefully – you'll then positively influence what they remember, say and do.

And then, when asked if they would fill out a brief survey 77.3% say yes.

A 'helpful' question first causes a small shift in attention which makes people more likely to say YES to the survey.

Set the scene for your price

Do you ever try and convince your customer that your price is fair AFTER you've told them the price?

Instead why not put a large number 'on the stage' in your customer's mind at the beginning. This makes any price you discuss feel less costly by comparison.

The number you share BEFORE you show your price to customers has a huge impact on how they perceive your price. That's pre-suasion at work.

Price-anchoring like this is one way of using pre-suasion or setting the scene.

Check out the downloadable tools and see Steve Jobs (founder of Apple) use price-anchoring in a 2-minute video.

Start with pre-suasion...

When persuading others, giving them reasons why we're right and they're wrong can be counter-productive.

It's a lot easier (and more successful) to set the scene and change what someone is paying attention to before a decision is made.

Dr Robert Cialdini has invested a lifetime researching the science of influence. In two of the most influential(!) and most quoted books on influence, Cialdini reaches a landmark conclusion about the most 'influential' people from his research:

"...before introducing their message, they arrange to make their audience sympathetic to it"

"To persuade optimally, it's necessary to pre-suade optimally"

Helpful definitions x2:

- 1. Persuasion** means getting someone to say YES. It means getting someone to believe something or do something you want them to.
- 2. Pre-suasion** is helping people be receptive to your message before they see or hear it.

Pre-suasion comes in all sorts of shapes and sizes. Cialdini's research shows this in many ways:

The right lines – Draw long lines on a board before asking the length of the river Thames and you'll get longer answers than if you'd drawn short lines!

The right music – German music in a wine shop raises the sales of German wine! French music sells more French wine!

The right image – A website landing page with clouds pre-disposes furniture buyers towards soft, comfortable furniture. A landing page showing coins results in a preference for cheaper furniture.

The right question – See the difference asking – "Are you a helpful person?" – has on



the number of survey successes – 77.3% vs 29%.

It's all about attention focus

Your attention is limited. You can only really pay attention to one thing at a time – it's how the human brain is wired.

"...the human mind appears able to hold only one thing in conscious awareness at a time, the toll is a momentary loss of focused attention to everything else." - Dr Robert Cialdini

Privileged moments...

Your customers, your kids, your spouse (we) all have limited attention.

And like Cialdini suggests:

"...the guiding factor in a decision is often not the one that counsels most wisely; it's one that has recently been brought to mind."

The moment when an individual is particularly receptive to your message happens just before their decision.

Such elevated attention makes this a privileged moment worth capturing.

Put these privileged moments to work for you...

Cialdini's earlier research points to 6 tools of influence. And in his more recent research, he points to using the 6 tools when pre-suading – use them before the decision is made:

- 1. Reciprocation** – give and take – people say yes to those they owe.

Shoppers are 42% more likely to make a purchase if they receive a gift of chocolate when entering the store.

Give first in a **meaningful** way (2 chocolates at the end of a restaurant meal rather than 1); **unexpected** (turn away after giving 1 choc then unexpectedly return with the 2nd choc); **customise** your 'gift' (zero sugar chocolate for diabetic customers). Each result in a sizeable increase in tips to the waiting-on staff.

- 2. Liking** – people say yes to people they like...

...and they like people like themselves,

which is why **similarities** and **compliments** work so well.

Waitresses coached to mimic the verbal style of customers doubled their tips.

And you know compliments work if even computer-generated compliments result in more favourable feelings towards a computer!

- 3. Social Proof** – people follow the lead of people like themselves.

'Most popular dishes' on a menu get ordered 13-20% more than other dishes. And even though we all know we're hearing canned laughter on TV comedy shows, we rank them higher with canned laughter than without!

Validity makes social proof stronger – comments by doctors have greater effect on other doctors than on nurses.

Social proof also destroys the problem of uncertain achievability – "if others can, I can too!" It provides **feasibility**.

- 4. Authority** – authority-based evidence increases persuasion.

Expertise and **trustworthiness** determine the authority of the messenger – it's why lawyers try to undermine an expert witness rather than what they are saying.

- 5. Scarcity** – we want more of what we can only have less of.

Which is why you get queues for petrol when there's a shortage. And why limited-time offers are so persuasive.

- 6. Consistency** – we want to be consistent with our existing commitments.

When you get a customer to take a pre-suasive step (even a small one) towards your chosen outcome, it makes a later, larger commitment more likely.

Blood donor participation went from 70% to 82.4% when they used a commitment-inducing question:

"We'll mark you on the list as coming then, okay?"

They then waited for confirmation (commitment) before saying 'thank you'.

Use Cialdini's 6 tools of influence in the moments before a decision is made and you put pre-suasion to work for you and your business.

TIME TO DISAGREE

“Me and my team are not comfortable manipulating our customers like this...”

Quite right. Fail to respect customers and we will be found out. Social media gives businesses nowhere to hide if they mislead or mistreat customers.

But like all tools, the skills of persuasion can be used for good or bad.

And so, it's only right to take the moral responsibility of using the science of influence seriously.

Use the skills of influence for ill-gotten gains and it will back-fire. A 2005 study of 585 businesses that were found guilty of financial misrepresentation lost 41% of their market value. In 2015 VW suffered the largest annual loss in company history following its diesel emissions trickery.

So why not hold your customers' interests at heart and still use the science of influence? They are not mutually exclusive. Like the blood donor example of consistency – pre-suasion is used and everyone benefits.

“We already do everything we can to persuade our customers to buy from our company”

We are all doing what we can to sell more and help more customers.

But are you adventurous enough to consider a new way of working to influence your customers?

This is a question straight from Cialdini's book 'Pre-suasion'.

In a study about launching a new soft drink, when people were asked:

‘Do you consider yourself to be somebody who is adventurous and likes to try new things?’

Almost everyone said yes.

As a result, instead of 33% of people volunteering personal information (before the adventurous question), 75.7% gave their details – more than double the success rate.

Why not tap into Cialdini's research, his examples, and the science of influence to help your business?

If waiting-on staff can increase tips by simple but clever use of chocolates and mimicry to increase liking and the power of reciprocity – what could you and your team achieve?

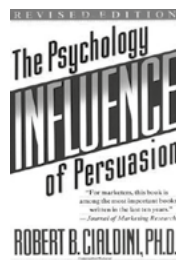
You gain a decisive competitive advantage when you heighten the probability of agreement through pre-suasion.

“Please tell me more”

Two books by Robert Cialdini – ‘Influence’ and ‘Pre-suasion’ – have been written off the back of decades of research. Yes, Cialdini quotes many academic studies, but he uses examples from the real-world of business too.

This quote by best-selling business author Chip Heath sums up the value of these two books:

“... ‘Influence’ is, by a wide margin, the book that I recommend most often. ‘Pre-suasion’ may be even more shockingly insightful.”



4 helping hands for you...

Applying Cialdini's insights and guidelines from the science of influence provides a framework you can use to improve your pre-suasion and persuasion skills.

1. Use the skills of pre-suasion and persuasion with a strong moral compass and ethics
2. Start influencing your customers BEFORE they reach the moment of decision-making
3. Choose which of Cialdini's 6 tools of influence can best serve the interests of your customers and your business
4. Work out what you want your buyers to focus on before you get them to make a decision

ULTIMATE ARGUMENT: “How do I know that using the skills of pre-suasion will work for me?”

Robert Cialdini's decades of research point to many real-life examples showing us how skills of pre-suasion determine levels of success.

Isn't it worth working out which of Cialdini's 6 tools of influence are the most suitable for your customers to get the best results for everyone?

When you have worked out what works best for you (and your customers), next it pays to test it and see what happens. Then you'll know that pre-suasion (before a decision is made) is where you should focus your persuasion skills.

STOP: thinking you can influence people after they've made their decision

START: choosing questions and anchors that direct their attention before their decision

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This Business Breakthrough is one of many reports you can use to 'challenge' your clients to grow their profits and capital value. Brand the reports with your firm's colour and logo and they become an important part of your customer care and marketing programmes.

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Your next steps:

If a blood donor service can drive commitments to appointments up from 70% to 82.4% by using a simple pre-suasive question, what can you achieve?

If the tips given to waiting-on staff in restaurants can increase drastically because they apply the 'meaningful', 'unexpected' and 'customised' use of chocolates at the end of a meal – what can you do to help you and your team achieve greater results?

And if a question about being 'adventurous' or 'helpful' transforms the results for a soft-drinks launch and a street survey, how can you use pre-suasive questions in your business?

Do you see yourself as adventurous enough to test and measure the use of Cialdini's insights into successful influence skills?

Too valuable to ignore...

...these insights into pre-suasion and persuasion are being used every day by many businesses. They are too valuable to ignore and can give you a competitive advantage – please use them wisely.

More tools and information for you:

Download the supporting tools and resources for more help on improving your pre-suasion skills – use the URL link in the box below.

Please go here <http://bit.ly/RPLtoolspersuasion> to better understand the tools of influence and how to use them in those moments before a decision is made in your accountancy firm.

Time to start winning the persuasion game for your business?

To ignore or avoid using the skills of pre-suasion and persuasion is to ignore the way the human brain is wired.

We, as humans, naturally mimic others without thinking – so why not use this pre-suasion skill to build 'liking' more deliberately? It works for waiting-on staff helping them increase tips for a job well-done, it can work for you and your business too.

Of the 6 tools of influence perhaps 'liking' isn't the right one to focus on for your business and your products and services. Perhaps 'scarcity', 'reciprocity', 'authority', consistency' or 'social proof' is more relevant to the way your business works.

Persuasion is a normal human activity – therefore it pays to master the skills of persuasion and pre-suasion also:

1. Use the skills of pre-suasion and persuasion with a **strong moral compass and ethics** – it's too risky in the world of social media to do anything other than respect your customers' best interests
2. Start influencing your customers **before they reach the moment of decision-making** – it's much harder to get someone to change their mind after they've made their decision
3. Choose which of **Cialdini's 6 tools of influence** can best serve the interests of your customers and your business
4. Be adventurous! **What do you want your buyers to focus on** before you get them to make a decision? Use the 6 tools of influence to help

Check out the downloadable tools for more on these insights and skills – use the URL link in the box below.

Use the insights in this Business Breakthrough report (and the supporting tools) to help you strengthen your pre-suasion and persuasion skills.

YOUR SUPPORT TOOLS ARE HERE: Go to the link below and you'll find a selection of practical support tools to help you better understand the tools of influence and how to use them in the privileged moments before a decision is made.

Find the support tools to help you here - www.businessbitesize.com/remarkable_practice



business breakthroughs
in minutes

Remarkable
Practice inspiring remarkable results
in your accountancy firm

Who's winning the persuasion game in your business?

Most people know that "PERSUASION" means getting someone to say YES. It means getting someone to believe something or do something you want them to.

PRE-suasion is the process of arranging for recipients to be receptive to a message **before** they encounter the message.

Preparation is the key...

The highest achievers spend more time crafting what they do-and-say before making a request of a customer.

They don't rely on the legitimate merits of an offer to get it accepted; they recognise that the psychological frame in which an appeal is first placed can carry equal or even greater weight.

Questions are one PRE-suasion way of PREparing someone for your persuasive message by bringing attention to something that PREdisposes your customer to your message and your products and services:

What questions are you asking customers to prepare them for making a decision about buying your product or service?

CONTENTS:

1. The one 'BREAKTHROUGH QUESTION' you must ask to help you put the power of influence to work for your business...
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STOP thinking you can influence people after they've made a decision

START choosing questions and anchors that direct attention before a decision is made

1. The one 'BREAKTHROUGH QUESTION' you must ask to help you put the power of influence to work for your business...

Questions are one PRE-suasion way of PREparing someone for your persuasive message by bringing attention to something that PREdisposes your customer to your message and your products and services:

Here's Professor Cialdini defining pre-suasion:

"Know how to set the stage and get the desired result"

So, pre-suasion is learning what to say or do BEFORE making a request from someone. There are ways of making people more open or willing to say yes to you... before you make a request, offer or proposal.

By taking advantage of a human tendency, certain questions elicit desired answers and influence decisions because the questions anchor a person to positive associations with your product.

PRE-suasion and the magic of questions:

If a stranger ever approaches you and asks:

"Do you feel unhappy?"

Beware – there's a good chance that this isn't an innocent question.

In fact, this is exactly the kind of question a cult recruiter is likely to ask!

Questions like this are designed to take advantage of our natural tendency to focus on what is present (unhappy), rather than what is missing (happy). As a result, these questions PREsuade, they have you focused on anything making you unhappy at the time. This is one step down a conversation that could see you sharing all the problems you're facing – exactly what a cult recruiter wants.

'Pre-suasion' is the art of influence by capturing and channelling attention to move people in your direction so that they are more willing to agree with your idea or offer **before** they encounter it!

Rather than trying to change what people think (difficult), try changing what they think about instead, by setting the stage and directing their attention. The changed focus of their attention primes, anchors, frames and sets the agenda for subsequent choices. Smart influence happens before any message is sent.



Persuasive Powers

Support tools and resources

Pre-suasion may be controversial for traditional communicators – it argues that influence is primarily a game of attention and association, not persuasion and argument.

Pre-suasion focuses on ***when to influence***. And that time is before people notice they are being influenced.

So, it pays to ask yourself:

Where is the value in this question?

The value in this question lies in ***identifying*** the questions you're using (or should be using) to create the fertile ground in which a customer makes a decision in your favour.

What questions are you asking customers to prepare them for making a decision about buying your product or service?

2. The ethics of influence

Facebook, Apple, Google, Microsoft and many other hyper-successful companies take the science of habit very seriously – they're doing what they can to influence your behaviours. It's why you're asked to subscribe to notifications, it's why there's a red circle telling you how many messages await your attention on your phone!

Every company that uses advertising is influencing your behaviour too. Shop windows are influencing what you do too. Sponsorship of sports stars is also a way of influencing you.

Influence is everywhere!

Abuse the power of influence though and you'll be held to account by your customers. The challenge is knowing what is ethically acceptable and what is not.

But the bottom line is – your customers aren't dummies!

Treat your customers with respect whilst using pre-suasion and the skills of influence and you'll probably be OK. Market and sell your products and services in a way that disrespects your customers and you cross the line. Even considering unethical behaviours means you're risking using influence in a way that will back-fire on you and you will be found out.

The risks are too high...

Get found out in the world of social media we now live in and this means your business will have a firestorm of bad press resulting in a very short shelf life!

A practical example and a fair question:

A clothing shop has to lay out their clothes in some way or other. So why not have the expensive suits or new-release, limited-edition, expensive trainers at the front of the store? This means that the clothing and footwear seen further inside the store seems more reasonably priced and worth buying. The question is – is this unethical or just good business?

It's hard to know where the limits lie.

But being conscious of ethical choices and respecting your customers will stand you in good stead.

Deeper discussions...

The science of behavioural economics and the ethical obligations that go hand-in-hand with the use of the tools of influence are discussed in some depth here:

<https://www.tandfonline.com/doi/full/10.1080/03057240.2014.883709>

This article reviews four of the most notable books on this subject in the last decade which provide you with further research should you want to go even deeper.

3. Cialdini's 6 powerful tools of influence...

Robert Cialdini's landmark publication has to be a must-read for everyone in business.

For anyone responsible for marketing and selling his or her company's products and services it should be a sackable offence if this book is not read! Forgive the melodrama but this is a must-read for anyone in sales and marketing. Particularly anyone wanting to master their use of words. In brief you'll find Cialdini shares many examples of the power of these six tools of influence:

1) SCARCITY – people want more of which they can't have

Teenagers take to smoking because their parents have forbidden them. Limited time offers get a bigger response than open-ended offers. Limited availability (music banned by the BBC) makes something more appealing. Sshhh - it's a secret! - information in short supply is deemed to be more valuable information!

EXAMPLE: A business was promoting their business growth services at an event with 54 business-owners present. They cleverly decided to limit the number of available appointments in the coming month to just 7. These 7 were snapped up and the surplus enquiries were scheduled the month after, and the month after that.

These appointments have since generated in excess of £70,000 in new revenue for the business and a flow of additional referrals. Scarcity works.

2) RECIPROCITY – give first before you take

When you receive an unexpected Christmas card or gift you feel a pressing urge to send them one back, don't you? Receive a gift and you'll feel an obligation to do something in return.

EXAMPLE: A business was disappointed with the response they were getting from their customer survey process. So, they put 'give and take' to work. They tested the inclusion of a chocolate bar in half the surveys sent out. The surveys with the chocolate bar more than doubled the response to the surveys. Reciprocity (give and take) works.

3) LIKING – Its common sense isn't it?

People like dealing with people they like. And they like people who are like themselves.

EXAMPLE: Why do you happily wear business dress when your customer wears business dress? As opposed to the doubt you hold in your mind about whether your business dress is appropriate when seeing another customer who wears jeans and a T-shirt. This is your antenna working overtime on the liking front - you know you're overdressed, and it may put your customer off, so you dress down, take off your jacket and roll up your shirtsleeves!

4) AUTHORITY – why do more people follow a suited man across a busy street of traffic than a man in t-shirt and jeans?

Because the suited man has more authority. Likewise, a white lab coat in a hospital setting comes with high degrees of authority too.

EXAMPLE: When a doctor recently treated the father of a friend in hospital he turned up without a white coat or a stethoscope – he investigated the father's notes, interviewed him thoroughly, examined him very well and made his diagnosis.

Our friend was unsure he was correct and asked the next doctor to come along if they could see the consultant – they were merrily advised that they'd JUST seen him! His casual dress code undermined his authority in their inexperienced eyes!

5) CONSISTENCY AND COMMITMENT – Most people are uncomfortable if they are inconsistent in their decisions and choices

If a buyer chooses to read a blog on your website and then downloads a report, they have taken two small steps on the road to buying from you.

Making small decisions in your favour can and does lead onto bigger decisions in your favour in the future – decisions often follow a consistent course and form a commitment over time.

EXAMPLE: In his book Cialdini describes the results from asking a group of homeowners to put, in their front garden, a large public billboard reading DRIVE CAREFULLY. The number of homeowners prepared to do this were mainly very poor – only 17% said yes. Another group, however, reacted more favourably where 76 % said yes, they would display the billboard.

So why were the second group more willing to agree? This second group, two weeks earlier, had received a request to place a 3-inch square sticker in their door or front window saying – BE A SAFE DRIVER. It was such a trifling request the vast majority said yes and in doing so they'd made a small commitment, a small step. When the second request came along for the large billboard two weeks later, consistency meant they said yes again – or at least 76% did, almost 60% more than the other group.

Sample cheese off the cheese counter and you're more likely to buy some cheese (and here's reciprocity at work also). Can you see how this has implications for creating multi-step marketing offers – free reports, followed by 'attend an event' invitation, followed by a FREE meeting followed by a substantial but consistent service offer.

It also has implications on the words you use and the questions you ask – questions are words after all. And questions are great at seeking small commitments and building consistency.



Persuasive Powers

Support tools and resources

6) SOCIAL PROOF – ‘8 out of 10 cat owners’ works as a marketing message because it is social proof at work

A busy restaurant gets even busier because social proof is at work. Testimonials work because they are a form of social proof – get a skip full of testimonials and you multiply the social proof in favour of your firm. Video testimonials work for the same reason. Having customers speak at your events – in your favour – works because it is social proof.

EXAMPLE: A professional service business holds an annual event and has customers as two of their presenters – the customers tell their story and how the firm has helped them, and they take questions from the audience about their experiences. The firm has run this event for three consecutive years and each event has successfully created more sales than their salespeople do in 3 months – social proof works.

Putting Cialdini’s 6 tools of influence to work...

Which of Cialdini’s 6 tools of influence could you focus on in your business to create the fertile ground in which a customer makes a decision in your favour?

Which of these 6 tools of influence would be the most powerful in pre-suading your customer to make a decision in your favour?

4. Steve Jobs (Apple) was brilliant at using ANCHORING...

Pre-suasion requires you to take seriously the magic of anchoring and priming. Just like Steve Jobs did.

Anchoring – also known as the focusing effect – is a bias in our attention where we systematically rely very heavily on the **first** piece of information we are offered (the “anchor”) when making decisions.

Priming refers to how our attention and responses are systematically biased by what we’ve **last** been exposed to.

The amount of influence, both priming (what we saw most recently - **LAST**) and anchoring (what we saw **FIRST**) means that you should take seriously what your customers see, hear or think before their decision.



Here is a great video showing how price anchoring was used by Steve Jobs to help sell the new iPad (at the time) – it’s what he says before he says what he wants to say that makes the new iPad look inexpensive:

<https://youtu.be/QUuFbrjvTGw>



Persuasive Powers

Support tools and resources

5. Priming Associations

Do you know the positive words, imagery and sounds that people associate with your products and services? No? Well you'll need to find out in order to become proficient in the art of pre-suasion. For example, if you want people to improve performance, first expose them to images and words associated with performance (win, attain, succeed, master).

These words, images and sounds are 'primers' that have 'associative coherence' with desired outcomes – readying our mind for an associated (positive) response. For instance, telephone fund-raisers raised 60% more money when the fund-raisers script sheet contained an image of a runner winning a race. We may dismiss motivation posters as 'cheesy', but they are proven to work. Likewise, young women do better on science, maths, and leadership tasks if assigned to rooms with cues (photos, for example) of women known to have mastered the tasks.

More generally, by embedding evocative associations in an initial framing message, you can prime how people respond to a subsequent message.

- If you're selling healthy food products what images would pre-dispose people to buy more? What sounds would you want to play? What smells do you want in/around your point-of-sale material?
- If you're selling German wines what music and what images do you want customers to see and hear?
- If you're promoting a 2-seater sports coupe what do you want customers seeing and hearing before they look or sit in or road test the car?
- If you're selling computer services that save people time what do you want your customers to see or hear before they consider your products or services?
- What about your products and services? What images, sounds, smells or questions do you want to use prior to customers making a decision?

The practical upshot. Map out positive associations – word associations and sensory associations (sounds, tastes, scents, touch and sights) related to your product and benefits and use these positive associations to pre-suade your customers by priming.

6. Cialdini's 4-step influence framework

Professor Robert Cialdini's two landmark books on the art and science of persuasion and influence (see below) are crammed with practical research and examples. In pulling the two studies together Cialdini suggests a 4-step framework that enables you to put the power of persuasion to work effectively:

- 1) Capture and channel attention by using **6 strategies for appealing to buyers** (the sexual, the threatening, the different, the self-relevant, the unfinished and lastly the mysterious). Choose one of these influences that has positive associations with your product or service (you'll find much more on these 6 strategies in Cialdini's book 'Pre-suasion').
- 2) Then use **Liking** (the obligations of friendship, or of being swayed by people you like) and **Reciprocity** (the obligation to give back) to establish a sense of connection (rapport).

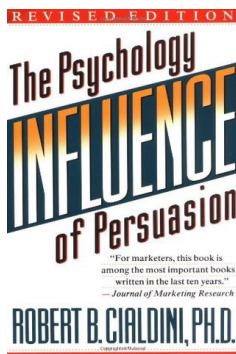
As well as *Liking* and *Reciprocity* here, there's also creating of a sense of **Unity** between communicator and audience to help establish and cement rapport and positivity.

Your job is also to cultivate a positive association with you as a communicator – in a meaningful, unexpected, and bespoke way. Build a sense of unity by creating 'we' messages that appeal to a sense shared identity (genealogy or geography) or shared activity (synchronicity, collaboration).
- 3) Now use **Authority** (we follow those we view as experts) and **Social Proof** (the power of consensus, doing what we feel others are also doing) to reduce feelings of uncertainty and risk.
- 4) Finally, use **Consistency** (need for personal alignment) and **Scarcity** (we want what may not be available) to motivate action.

This 4-step framework shows you how to put pre-suasion techniques together to craft compelling messages about your products and services. You'll then be communicating more effectively with your customers (and future customers) and put the power of pre-suasion to work for your business.

7. The book and other resources

Check out these 2 brilliant books by Robert Cialdini.

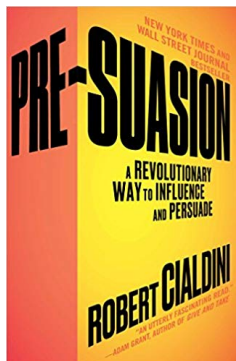


Influence: The Psychology of Persuasion

You'll learn the six universal principles, how to use them to become a skilled persuader—and how to defend yourself against them. Perfect for people in all walks of life, the principles of *Influence* will move you towards profound personal change and act as a driving force for your success.

The Journal of Marketing Research said: "For marketers and business owners this book is among the most important books written in the last ten years."

Here is a link to buy the book: <http://bit.ly/Influencebk>



Pre-suasion: A revolutionary way to Influence and Persuade

Cialdini's revelatory new insights into the art of winning people over: it isn't just what we say or how we say it that counts, but also what goes on in the moments before we speak.

Forbes, the global media company, said: "An essential tool for anyone serious about science-based business strategies. **PRE-SUASION** is an instant classic. The book belongs on the shelf of anyone in business, from the CEO to the newest salesperson."

Here is a link to buy the book: <http://bit.ly/presuasionbk>

Here's Robert Cialdini describing (in less than 2 minutes) the reason for his book Pre-suasion – it puts things into an easy-to-understand focus:

<https://youtu.be/o-Kqb6Xvzow>



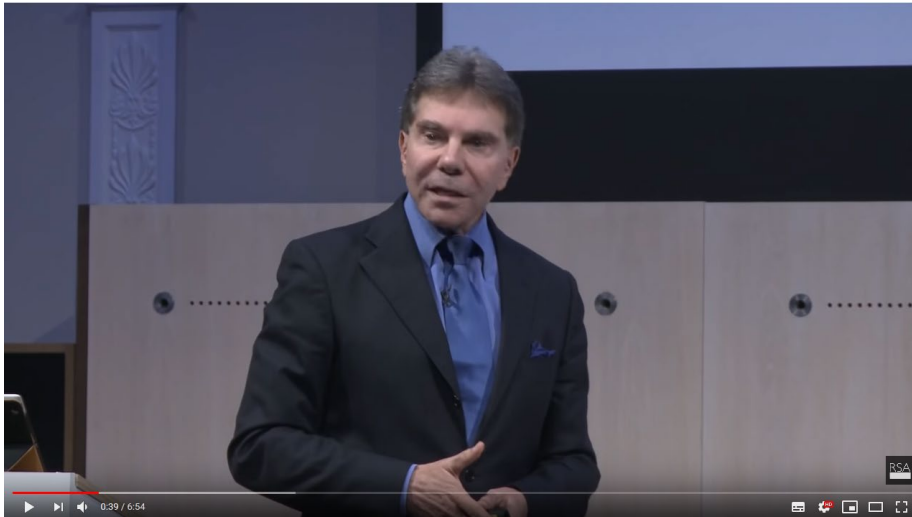
Persuasive Powers

Support tools and resources

Check out these 2 more substantial videos by Robert Cialdini:

The Power on Persuasion: Watch Cialdini explain brilliantly that the best persuaders spend more time crafting what they do and say before making a request.

<https://www.youtube.com/watch?v=e57X7GCFafo>



The Science of Influence: Cialdini explains some of the secrets to influencing someone to adopt your point of view.

https://www.youtube.com/watch?v=HNxDinw_Kjo

