

Persuasion Principles

Alignment: When everything lines up, there are no contradictions to cause disagreement.

Amplification: Make the important bits bigger and other bits smaller.

Appeal: If asked nicely, we will follow the rules we have made for ourselves.

Arousal: When I am aroused I am full engaged and hence more likely to pay attention.

Association: Our thoughts are connected. Think one thing and the next is automatic.

Assumption: Acting as if something is true often makes it true.

Attention: Make sure they are listening before you try to sell them something.

Authority: Use your authority and others will obey.

Bonding: I will usually do what my friends ask of me, without negotiation.

Closure: Close the door of thinking and the deal is done.

Completion: We need to complete that which is started.

Confidence: If I am confident, then you can be confident.

Conformance: People are driven to obey rules.

Confusion: A drowning person will clutch at a straw. So will a confused one.

Consistency: We like to maintain consistency between what we think, say and do.

Contrast: We notice and decide by difference between two things, not absolute measures.

Daring: If you dare me to do something, I daren't not do it.

Deception: Convincing by trickery.

Dependence: If you are dependent on me, I can use this as a lever to persuade you.

Distraction: If I distract your attention, I can then slip around your guard.

Easy: I like things which are easy (and not things which are difficult).

Evidence: I cannot deny what I see with my own eyes.

Exchange: if I do something for you, then you are obliged to do something for me.

Experience: I cannot deny what I experience for myself.

Fragmentation: Break up the problem into agreeable parts.

Framing: Meaning depends on context. So control the context.

Harmony: Go with the flow to build trust and create subtle shifts.

Hurt and Rescue: Make them uncomfortable then throw them a rope.

Interest: If I am interested then I will pay attention.

Interruption: Break the flow.

Investment: If I have invested in something, I do not want to waste that investment.

Involvement: Action leads to commitment.

Logic: What makes sense must be true.

Objectivity: Standing back decreases emotion and increases logic.

Obligation: Creating a duty that must be discharged.

Ownership: I am committed to that which I own.

Persuasion Principles P - Z

Passion: Enthusiasm is catching.

Peer Pressure: We do what we think others want us to do.

Perception: Perception is reality. So manage it.

Persistence: In all things, persistence pays.

Pleading: Asking with attitude.

Positivity: Use positive methods.

Priming: Prior informational influence.

Pull: Create attraction that pulls people in.

Push: I give you no option but to obey.

Repetition: If something happens often enough, I will eventually be persuaded.

Scarcity: I want now what I may not be able to get in the future.

Similarity: We trust people who are like us or who are similar to people we like.

Simplicity: Simple means easy to understand and agree.

Social Compliance: The pressure to conform.

Social Proof: When uncertain we take cues other people.

Specificity: People fill in the gaps in vague statements.

Substitution: Put them into the story.

Surprise: When what happens is not what I expect, I must rethink my understanding.

Tension: I will act to reduce the tension gaps I feel.

Threat: If my deep needs are threatened, I will act to protect them.

Trust: If I trust you, I will accept your truth and expose my vulnerabilities.

Uncertainty: When I am not sure, I will seek to become more certain.

Understanding: If I understand you, then I can interact more accurately with you.

Unthinking: Go by the subconscious route.



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