

Chapter 1 : Persuasion: The Art of Getting What You Want by Dave Lakhani

Praise for persuasion the art of getting what you want "Dave has exposed the secrets of the most powerful persuaders in the world. This book is a step-by-step guide to changing minds and deeply influencing people in person, in print, on the air, or anyplace else you need to persuade.

Classical conditioning Conditioning plays a huge part in the concept of persuasion. It is more often about leading someone into taking certain actions of their own, rather than giving direct commands. Great examples of this are professional athletes. They are paid to connect themselves to things that can be directly related to their roles; sport shoes, tennis rackets, golf balls, or completely irrelevant things like soft drinks, popcorn poppers and panty hose. The important thing for the advertiser is to establish a connection to the consumer. Just like you sometimes recall a memory from a certain smell or sound, the objective of some ads is solely to bring back certain emotions when you see their logo in your local store. The hope is that repeating the message several times makes consumers more likely to purchase the product because they already connect it with a good emotion and positive experience. Stefano DellaVigna and Matthew Gentzkow did a comprehensive study on the effects of persuasion in different domains. They discovered that persuasion has little or no effect on advertisement; however, there was a substantial effect of persuasion on voting if there was face-to-face contact. Cognitive dissonance Leon Festinger originally proposed the theory of cognitive dissonance in He theorized that human beings constantly strive for mental consistency. Our cognition thoughts, beliefs, or attitudes can be in agreement, unrelated, or in disagreement with each other. Our cognition can also be in agreement or disagreement with our behaviors. When we detect conflicting cognition, or dissonance, it gives us a sense of incompleteness and discomfort. For example, a person who is addicted to smoking cigarettes but also suspects it could be detrimental to his health suffers from cognitive dissonance. Festinger suggests that we are motivated to reduce this dissonance until our cognition is in harmony with itself. We strive for mental consistency. There are four main ways we go about reducing or eliminating our dissonance: Revisiting the example of the smoker, he can either quit smoking, reduce the importance of his health, convince himself he is not at risk, or that the reward of smoking is worth the cost of his health. Cognitive dissonance is powerful when it relates to competition and self-concept. Elaboration likelihood model Persuasion has traditionally been associated with two routes. Whereby an individual evaluates information presented to them based on the pros and cons of it and how well it supports their values Peripheral route: Change is mediated by how attractive the source of communication is and by bypassing the deliberation process. It holds that the probability of effective persuasion depends on how successful the communication is at bringing to mind a relevant mental representation, which is the elaboration likelihood. Thus if the target of the communication is personally relevant, this increases the elaboration likelihood of the intended outcome and would be more persuasive if it were through the central route. Communication which does not require careful thought would be better suited to the peripheral route. A main motivation for individuals is to increase positive external rewards and minimize the costs. Attitudes serve to direct behavior towards the rewards and away from punishment. The process by which an individual protects their ego from being threatened by their own negative impulses or threatening thoughts. When an individual derives pleasure from presenting an image of themselves which is in line with their self-concept and the beliefs that they want to be associated with. Inoculation theory A vaccine introduces a weak form of a virus that can easily be defeated to prepare the immune system should it need to fight off a stronger form of the same virus. In much the same way, the theory of inoculation suggests that a certain party can introduce a weak form of an argument that is easily thwarted in order to make the audience inclined to disregard a stronger, full-fledged form of that argument from an opposing party. This often occurs in negative advertisements and comparative advertisementsâ€”both for products and political causes. Transportation theory psychology Narrative transportation theory proposes that when people lose themselves in a story, their attitudes and intentions change to reflect that story. The mental state of narrative transportation can explain the persuasive effect of stories on people, who may experience narrative transportation when certain contextual and personal preconditions are met, as Green and Brock [19]

postulate for the transportation-imagery model. Narrative transportation occurs whenever the story receiver experiences a feeling of entering a world evoked by the narrative because of empathy for the story characters and imagination of the story plot.

Social judgment theory[edit] Main article: Social judgment theory Social judgment theory suggests that when people are presented with an idea or any kind of persuasive proposal, their natural reaction is to immediately seek a way to sort the information subconsciously and react to it. We evaluate the information and compare it with the attitude we already have, which is called the initial attitude or anchor point. When trying to sort incoming persuasive information, an audience evaluates whether it lands in their latitude of acceptance, latitude of non-commitment or indifference, or the latitude of rejection. The size of these latitudes varies from topic to topic. Our "ego-involvement" generally plays one of the largest roles in determining the size of these latitudes. When a topic is closely connected to how we define and perceive ourselves, or deals with anything we care passionately about, our latitudes of acceptance and non-commitment are likely to be much smaller and our attitude of rejection much larger. An audience is likely to distort incoming information to fit into their unique latitudes. If something falls within the latitude of acceptance, the subject tends to assimilate the information and consider it closer to his anchor point than it really is. Inversely, if something falls within the latitude of rejection, the subject tends to contrast the information and convince himself the information is farther away from his anchor point than it really is. When trying to persuade an individual target or an entire audience, it is vital to first learn the average latitudes of acceptance, non-commitment, and rejection of your audience.

Usage of force[edit] There is the usage of force in persuasion, which does not have any scientific theories, except for its use to make demands. The use of force is then a precedent to the failure of less direct means of persuasion. Application of this strategy can be interpreted as a threat since the persuader does not give options to his or her request.

Norm of reciprocity The principle of reciprocity states that when a person provides us with something, we attempt to repay him or her in kind. Reciprocation produces a sense of obligation, which can be a powerful tool in persuasion. The reciprocity rule is effective because it can be overpowering and instill in us a sense of obligation. Generally, we have a dislike for individuals who neglect to return a favor or provide payment when offered a free service or gift. As a result, reciprocation is a widely held principle. This societal standard makes reciprocity extremely powerful persuasive technique, as it can result in unequal exchanges and can even apply to an uninvited first favor.

Commitment and consistency[edit] Consistency is an important aspect of persuasion because it: Consistency allows us to more effectively make decisions and process information. The concept of consistency states that someone who commits to something, orally or in writing, is more likely to honor that commitment. This is especially true for written commitments, as they appear psychologically more concrete and can create hard proof. Someone who commits to a stance tends to behave according to that commitment. Commitment is an effective persuasive technique, because once you get someone to commit, they are more likely to engage in self-persuasion, providing themselves and others with reasons and justifications to support their commitment in order to avoid dissonance.

Cialdini notes Chinese brainwashing of American prisoners of war to rewrite their self-image and gain automatic unenforced compliance. We all want to know what others are doing around us. We are so obsessed with what others do and how others act, that we then try to be just like other people. In a phoneâ€”â€”thon, the host says something like, "Operators are waiting, please call now. Rather the host may say: Just by changing three words, it sounds like the lines are busy and other people are calling, so it must be a worthwhile organization.

Social proof is most effective when people are uncertain or when there are similarities in a situation. In uncertain or ambiguous situations, when multiple possibilities create choices we must make, people are likely to conform to what others do. We become more influenced by people around us in situations that present a decision. The other effective situation for social proofing is when there are similarities. We are more prone to change or conform around people who are similar to us. If someone who is similar to you is being controlling and a leader, you are more likely to listen and follow what they say.

Likeness[edit] This principle is simple and concise. People say "yes" to people that they like. Two major factors contribute to overall likeness. The first is physical attractiveness. People who are physically attractive seem more persuasive. The second factor is similarity. We are more easily persuaded by people we see as similar to ourselves. People like to listen to those who are knowledgeable and trustworthy, so if you can

be those two things, then you are already on your way to getting people to believe and listen to you. In the Milgram study, a series of experiments begun in 1963, a "teacher" and a "learner" were placed in two different rooms. The "learner" was attached to an electric harness that could administer shock. After delivery, the teacher had to up the voltage to the next notch. The voltage went up to 450 volts. The catch to this experiment was that the teacher did not know that the learner was an actor faking the pain sounds he heard and was not actually being harmed. The experiment was being done to see how obedient we are to authority. The conclusion was that people are willing to bring pain upon others when they are directed to do so by some authority figure. June Learn how and when to remove this template message Scarcity could play an important role in the process of persuasion. According to Cialdini, "people want more of what they cannot have. This means that within certain contexts, scarcity "works" better. To get people to believe that something is scarcer, marketers explain what about that certain product provides what no other product does. When things are difficult to get, they are usually more valuable, so that can make it seem to have better quality. When things become less available, we could lose the chance to acquire them. When this happens, we assign the scarce item or service more value simply because it is harder to acquire. This principle is that we all want things that are out of our reach. If we see something is easily available, we do not want it as much as something that is very rare. Machiavellianism employs the tools of manipulation and deceit to gain wealth and power.

Chapter 2 : Persuasion: The Art of Getting What You Want - Dave Lakhani - Google Books

Dave Lakhani is the author of Persuasion: The Art of Getting What You Want. The book covers 17 specific persuasion tactics and demonstrates the neuroscience and psychology behind true persuasion. Dave is providing a rare free teleseminar for our readers.

Certain words carry more power than others. This theory breaks persuasive words into three categories: You, Because, Free, Instantly, and New. How to write for what we all crave We all know how important food, water, shelter, and warmth are to survival. The Hierarchy of Needs pyramid, proposed by psychologist Abraham Maslow in the s, shows the advancing scale of how our needs lay out on the path to fulfillment, creativity, and the pursuit of what we love most. The version of the pyramid you see below shared by the Doorway Project shows the five different layers of needs. The three steps in between the physiological needs and the fulfillment needs are where marketing most directly applies. Christine Comaford, an author and expert on the subject of persuasion, has found safety, belonging, and esteem to have incredible value for our everyday work and our creative lives: Without these three essential keys a person cannot perform, innovate, be emotionally engaged, agree, or move forward. The more we have of these three keys the greater the success of the company, the relationship, the family, the team, the individual. Her experience has helped her hone three phrases that are key for influence and persuasion and for creating this sense of safety, belonging, and mattering that we all need. Come to think of it, each of these three would be fun to try as email subject lines. How to win friends and influence your audience When you talk about influencing people, our ears perk up at Buffer. The advice from Christine Comaford above has that familiar ring of Carnegie to it. Default to happiness and positivity. Be welcoming to others. Win people to your way of thinking The only way to get the best of an argument is to avoid it. Begin in a friendly way. Let the other person do a great deal of the talking. Let the other person feel that the idea is his or hers. Appeal to the nobler motives. Throw down a challenge. We aim to include as many Carnegie principles as we can in the way that we communicate in emails, in comments, and of course on social media. The full article contains 10 tips. Here are two of my favorites: Too often we forget this and treat online audiences as easily manipulated rubes. The second Carnegie tip from Copyblogger goes like this: In other words, talk about benefits instead of features. Here is a screengrab from the landing page of Keen. Here are a few specific examples that Zeltin cites that deal directly with how you speak to others: Michael Hyatt nails these elements of persuasive speech in his communication with email subscribers. Here is an email that includes both a big thank you and some praise. The idea comes from Roger Dooley of the blog Neuromarketing who uses the variables of a person on a slide to show how different factors affect the outcome of influence.

Chapter 3 : Review: Persuasion: The Art of Getting What You Want

Praise for persuasion the art of getting what you want "Dave has exposed the secrets of the most powerful persuaders in the world. This book is a step-by-step guide to changing minds and deeply influencing people in person, in print, on the air, or anyplace else you need to persuade.

The Key to Getting What You Want by guest author, Sandra Folk The other day I was in my favorite upscale food store and bought these perfect, glistening, deep red raspberries, the kind that make your mouth water when you look at them. In spite of the price, I was unable to resist and bought them. A day later when I went to serve my perfect berries for dessert, they were covered with mold! Needless to say, I was less than pleased. I decided to take them back to the store and ask for my money back. When the sales clerk checked the receipt, she replied with disdain in her voice: Madam, raspberries simply do not last that long. I had a hunch I would encounter resistance when I asked for my money back. With my plan of action to the ready, I proceeded to carefully persuade her why I should be reimbursed. Firstly, I convinced her that the berries had indeed gone off almost as soon as I had bought them. Secondly, I reminded her that I was a loyal customer, who frequently shopped at the store, especially for the wonderful berries they always have. Thirdly, I assured her that I would continue to shop at the store buying berries and other fruits and vegetables were she to recompense me for my loss. Ultimately, I walked out of the store with my money, knowing that I had achieved my goal, by being persuasive. In most areas of life we are either persuaders or among the persuaded – at some point. The entire advertising industry depends upon the ability to persuade people to buy a product. The crucial aspect of persuading someone lies right there – identifying a need. What problems do they have that I can help solve? What issue do they have that I may be able to unsnarl? Employing the art of persuasion LINK: Without it, we literally would not be in business. Clearly identify your goal. Be prepared with evidence. After all, in the end you are trying to win someone over to your side. Even if it is just trying to get a grocery store clerk to say: Raspberries should not go moldy after only one day. And you should not be required to pay for them. Sandra Folk, a business communications expert, is an innovator in online learning. Her proven track record creating writing programs for international and national clients, in a variety of sectors in business and government, has resulted in excellent outcomes. You can learn more about Sandra and the Language Lab at <http://>

Chapter 4 : Persuasion: The Key To Getting What You Want | Ken Varga News

Persuasion: The Art of Getting What You Want, Wiley, NY What I look for in books is something new. Dave Lakhani has studied the subject of persuasion in great detail so I opened the book hopefully and read it with enthusiasm.

Chapter 5 : How To Use 10 Psychological Theories To Persuade People

In this book from Mark Ford, Persuasion: The Subtle Art of Getting What You Want, Ford makes understanding (and applying) persuasion techniques surprisingly simple, thoroughly explaining each with published examples, stories, and hands-on exercises that train your persuasive "muscles."

Chapter 6 : Persuasion - Wikipedia

"It will make you feel smarter and shrewder and more confident in almost every situation," Mark Ford writes in the introduction to his newest book, Persuasion: The Subtle Art of Getting What You Want.