



# Mastering Persuasive Presentations

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RECIPROCITY, SCARCITY,  
COMMITMENT & CONSISTENCY, UNITY

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“This is the book that I give most often as a present and is my top recommendation.”—CHARLIE MUNGER

NEW AND EXPANDED

# INFLUENCE

THE PSYCHOLOGY OF PERSUASION

*This expanded edition includes*

- New research and examples
- New chapter on the unity principle
- New insights for digital businesses

ROBERT B. CIALDINI, PH.D.

## Principles of Persuasion

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- Liking
  - Social Proof
  - Authority
  - Reciprocity
  - Scarcity
  - Commitment & Consistency
  - Unity
- Trust
- Action
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# From PROSPECT to CLIENT/MEMBER

7 Principles of Persuasion  
Based on Robert Cialdini's book Influence: The Psychology of Persuasion



**1 Liking**  
People prefer to say yes to those they like



**2 Social Proof**  
People are influenced by others' opinions



**3 Authority**  
People respect experts and those in authority



**4 Reciprocity**  
People feel obliged to give back when they've received something first



**5 Scarcity**  
People fear loss and have greater desire for that which has limited availability



**6 Commitment & Consistency**  
People like to stay consistent with their commitments, even small ones



**7 Unity**  
People are motivated by shared identities and values

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Link to infographic & slides at the end



Is persuasion manipulative?

# Persuasion is NOT Manipulation

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## Intent

- Voluntary
- Emotional appeal
- Mutual Benefit

## Transparency

- No hidden agenda
- Logic, Emotion, Credibility

## Respect

- Informed Decision-Making
- No coercion

# Which are you most likely to use?

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1. Reciprocity



2. Scarcity



3. Commitment & Consistency



4. Unity



Dino,  
A Reciprocity Master!

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# Reciprocity: Build Goodwill

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GIVE A LITTLE, GET A LOT



WHAT CAN YOU OFFER UPFRONT?

Free meeting

Free consultation

Free tips

Small gift

# Little "yes" to BIG "YES"

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- 1. Want a tour? Yes #1
- 2. Save \$ Today. Yes #2
- 3. Free Assessment. Yes #3
- 4. Personal Training. YES #4

# Commitment & Consistency:

## Grow Small Commitments

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### SMALL YESES LEAD TO BIG RESULTS



“based on what you told me . . .”

“It sounds like you want to . . ., right?”

“try it for free . . .”

Tip 1: start with a small commitment

Tip 2: Use social “pressure” for consistency, and ask for those small commitments in a group

"Now or Never"



# Scarcity: Motivate Urgency

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NOTHING SPARKS ACTION LIKE

THE **FEAR OF MISSING OUT** (FOMO)



“Only available until . . .”

“Limited quantities . . .”

“Get on the wait list”

# Scarcity: Create a Sense of Urgency

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NOTHING SPARKS ACTION LIKE  
THE **FEAR OF MISSING OUT** (FOMO)



EVEN IF THERE ISN'T "SCARCITY"

*Why Delay Transformation?*

"The sooner you join, the sooner you'll start seeing results."

"Why wait when you can start transforming your [skill/life] today?"

# Scarcity: Create a Sense of Urgency

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NOTHING SPARKS ACTION LIKE  
THE **FEAR OF MISSING OUT** (FOMO)



EVEN IF THERE ISN'T "SCARCITY"

*Why Delay Transformation?*

"Imagine where you could be in a couple of months if you start today."

"If you wait, life might get in the way—this is the perfect time to prioritize yourself."



PowerTalk Toastmasters, Minnesota



Frankly Speaking Toastmasters, Texas



PowerTalk Power Club, Minnesota

# Unity:

## Create a Sense of Belonging & Shared Purpose

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**1. Ask a Question:** "What's driving you to pursue [goal] right now?" (or "Tell me about why you came today," or, "Tell me about your goals in X area"—if they haven't already)

**2. Acknowledge Unity:** "I love that you're so focused on [specific value]. That's something I/we really care about too."

**3. Position Yourself or the organization as a Partner:** "We'll work together to make sure your goals become a reality—you're not doing this alone."

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Link to infographic & slides:

[bit.ly/7ppinfographic](https://bit.ly/7ppinfographic)

