



The Gentle Art of Persuasion

RECIPROCITY, SCARCITY,
COMMITMENT & CONSISTENCY, UNITY

VIRTUAL SPEECH COACH

Elevating Experts' Presentation Skills

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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

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Principles of Persuasion

- Liking
 - Social Proof
 - Authority
 - Reciprocity
 - Scarcity
 - Commitment & Consistency
 - Unity
- Trust
- Action
-

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

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?



1. Reciprocity



2. Scarcity



3. Commitment & Consistency



4. Unity



Dino,
A Reciprocity Master!

Reciprocity: Build Goodwill

GIVE A LITTLE, GET A LOT



WHAT CAN YOU OFFER FIRST?

A warm welcome?

A personal note?

A small meeting role to try?

A cup of coffee?

Little "yes" to BIG "YES"



- 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

SMALL YESES LEAD TO BIG RESULTS



“based on what you told me . . .”

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

“Would you like to take a small role next time, like Timer or Ah-Counter?”

Tip: Start with low-stakes invitations—like introducing themselves or giving feedback.

"Now or Never"



Scarcity: Motivate Urgency

NOTHING SPARKS ACTION LIKE

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



“Only available until . . .”

“Limited quantities . . .”

“We only have a few mentorship pairings left—want me to reserve one for you?”

Scarcity: Create a Sense of Urgency

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

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."



Frankly Speaking Toastmasters, Texas

Unity:

Create a Sense of Belonging & Shared Purpose










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

