

# PERSUASION

## The Art of Getting What You Want

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**MAIN IDEA**

Persuasion is the art and science of getting exactly what you want. In its highest form, you use persuasive techniques to position yourself as an expert and to help other people get what they want. Persuasion can and must be used to create win-win situations for everyone involved. This is a key distinction between manipulation and persuasion. Manipulative techniques never result in a lasting relationship, whereas those relationships (business or personal) based on the use of persuasion tools do endure.

A map of the overall persuasive process is: **Position + Presentation x Influence = Persuasion**

*“Persuasion truly is the art of getting what you want. Most of us throughout our lives have failed to reach the levels of success that we dreamed of, and not because it was not available to us. We have failed to reach those reasonable goals because we have failed to persuade those who can help us achieve them. And the biggest reason they will not help is because we have not asked them. People cannot help you achieve your dreams of success if they do not know they exist. But remember, as Zig Ziglar says, ‘You can get everything in life you want if you will just help enough other people get what they want’. The art of persuasion is identifying what the people you are persuading want and helping them achieve it. Virtually every element of human interaction involves some level of persuasion.”*

– Dave Lakhani

**Part 1 – Position** . . . . . Page 2

The first part of the persuasion process is to position yourself and your audience. This positioning will consist of three different elements:

1. Develop and project your desired persona.
2. Ensure your audience matches your presentation abilities.
3. Deliver your story in an engaging manner.

**Part 2 – Presentation** . . . . . Page 3

The second part of the persuasion process is to effectively present your story to your intended audience. This requires that you accomplish two things:

1. That you establish relevancy and build rapport.
2. That you give a powerful presentation of your message.

**Part 3 – Influence** . . . . . Pages 4 - 6

Influencing your audience in the direction you want to head is the final step in the persuasion process. There are seventeen specific tactics you can use to enhance your influence and become more persuasive:

1. Persona – Upgrade your appearance, communicative skills and personal positioning.
2. Transfers of power and credibility – Learn how to use either active or implied transfers.
3. Storytelling – Improve your ability to tell great stories.
4. Gurudom – Become a recognized expert in your field.
5. Conviction – Become better at changing people’s beliefs.
6. Familiarity – Identify what is familiar and provide that.
7. Exclusivity – Make the listener feel like they’re getting exclusive information.
8. Curiosity – Create curiosity wherever you can.
9. Relevancy – Prove to the listener what you have to say is important to them.
10. Permission – Give the listener permission to try new ideas.
11. Social Match – Show others have already accepted these ideas.
12. Concurrence – Show someone they like shares your opinion.
13. Empathy – Make the listener know you share their opinions.
14. Inconsequence – Agree to the small points early on.
15. Likeability – Make yourself likeable to persuade more.
16. Giving to Receive – Find small things you can give away.
17. Accountability – Make commitments and keep them.

**Part 4 – Persuasion** . . . . . Pages 7 - 8

When using the persuasive process to sell, advertise, negotiate or attempt to persuade the masses electronically, there are six key tenets which should be used:

1. To persuade effectively, always have outcomes in mind which are clearly defined.
2. The best interests of the person should always be an integral part of the persuasive process.
3. Persuasion based professionals always tell the truth.
4. Set realistic time limits. If you cannot persuade within that time frame, move on.
5. Form long-term relationships with those you attempt to persuade. Don’t burn through people.
6. At all times, act ethically. Persuade people only to do those things in their best long-term interests.

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