

PRE-SUASION

A Revolutionary Way to Influence and Persuade

ROBERT CIALDINI

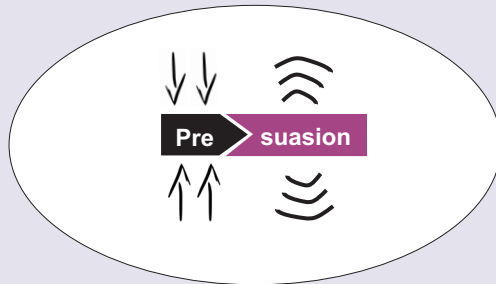
ROBERT CIALDINI is an emeritus professor of psychology and marketing at Arizona State University and president of Influence at Work, a business consulting and training company he founded. Dr. Cialdini is widely acknowledged as an expert in persuasion, compliance and negotiation. He is the author of several bestsellers including *Influence* which has sold more than 2 million copies. He has consulted with organizations such as Google, Microsoft, Cisco Systems, Coca-Cola, The Mayo Clinic, IBM and many other firms. Dr. Cialdini is a graduate of the University of North Carolina, the University of Wisconsin and Columbia University.

The author's Web site is at www.influenceatwork.com.

ISBN 978-1-77544-866-0

MAIN IDEA

The real secret of effective persuasion doesn't lie in the message itself, but in the key moment immediately before that message is delivered.



There is a small window of opportunity just before you deliver an important message – called the "privileged moment for change" – where you can prepare people and precondition them to be more receptive to your message before they actually receive it. All great communicators and persuaders use that privileged moment of change to enhance the impact of their message.

Therefore, to change your listener's mind or influence them in some way, focus on learning what you can do to pre-suade them to listen to what you have to say. Do this well and you get your audience primed and ready to say, "Yes."

Pre-suasion is the process of gaining agreement with a message before it's sent.

"The best persuaders become the best through pre-suasion—the process of arranging for recipients to be receptive to a message before they encounter it. To persuade optimally, then, it's necessary to pre-suade optimally."

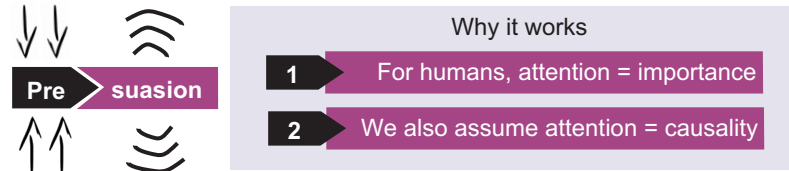
– Robert Cialdini

"To get desired action it's not necessary to alter a person's beliefs or attitudes or experiences. It's not necessary to alter anything at all except what's prominent in that person's mind at the moment of decision. It's possible to move others in our direction by saying or doing just the right thing immediately before we want them to respond:"

– Robert Cialdini

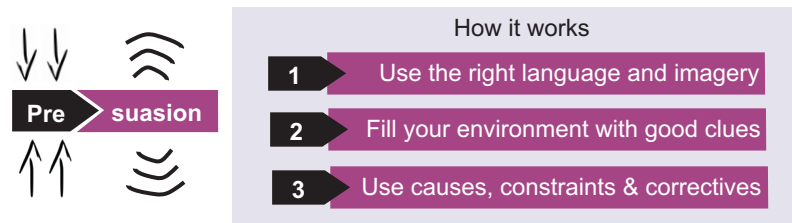
1. Pre-suasion – The frontloading of attention Pages 2 - 3

Pure and simple pre-suasion is the frontloading of attention in such a way that the receiver is more inclined to agree with what you then say or suggest. Pre-suasion works because of two very human tendencies:



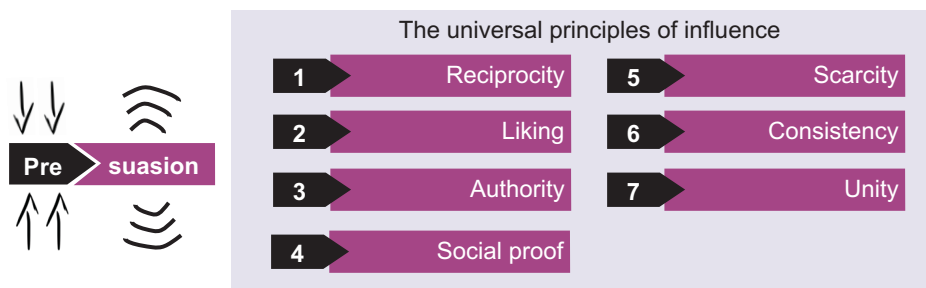
2. Pre-suasion – The process and the role of association. Pages 4 - 5

All mental activity is driven by patterns of associations. This means pre-suasion works only when those associations are favorable to change. To trigger positive associations:



3. Pre-suasion – Best practices Pages 6 - 8

To optimize your pre-suasive effect, decide on which principles of influence you will focus on. There are six well-known principles of influence plus one newcomer:



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