

50 POWER PERSUASION TACTICS

Quick-Guide



RECIPROCATION – People are driven to give after being given to or help after being helped. Give before you ask.

- ★ Give a gift
- ★ Give a compliment
- ★ Provide a resource
- ★ Point out a strength
- ★ Connect people who can benefit from one another
- ★ Give help
- ★ Give access to information or plans
- ★ Extend trust first by demonstrating vulnerability
- ★ Make larger requests first, followed by retreating to a smaller request



LIKING – People are more likely to be influenced or say “yes” to people they know, like, and trust. Build genuine relationships with people.

- ★ Smile
- ★ Look people in the eyes
- ★ Create similarity between you and the other person
- ★ Give a compliment
- ★ Speak with energy and enthusiasm
- ★ Ask about family/kids
- ★ Brag on them to someone
- ★ Find and highlight commonalities
- ★ Demonstrate care or concern
- ★ Send a note of appreciation



COMMITMENT & CONSISTENCY – People are compelled to be consistent with their words and actions. Help people establish alignment between viewpoint and behavior.

- ★ Communicate a viewpoint/belief and seek verbal agreement
- ★ Ask for a commitment to support a viewpoint/belief
- ★ Ask for evaluation/input
- ★ Create a partnership
- ★ Use words and phrases that reinforces loyalty
- ★ Ask for their knowledge, advice, or guidance
- ★ Ask for help related to the influence ideas
- ★ Thank them for their concern and commitment



AUTHORITY – Symbols of authority help create compliance and support on the part of others. Display authority appropriately in order to communicate credibility rather than control.

- ★ Establish expertise (case studies, bio, certifications, social proof)
- ★ Use a title of leadership/authority
- ★ Dress a level up
- ★ Maintain an attractive appearance
- ★ Show confidence
- ★ Give a strong guarantee
- ★ Speak clearly and concisely
- ★ Ask if they have questions
- ★ Refuse to be defensive



SOCIAL PROOF – People look to other people to know what works. If you want someone to do something, show them others are doing it with success and enjoyment.

- ★ Provide references
- ★ Provide testimonials
- ★ Tell a story about someone achieving success
- ★ Use an expert’s endorsement
- ★ Use a celebrity or well-known person’s endorsement
- ★ Display social media reviews
- ★ Communicate who are current followers and customers
- ★ Highlight awards/recognitions



SCARCITY – People find things that are rare or less available to be more valuable. Move people to action by setting limits and availability.

- ★ Set a time limit
- ★ Set an amount limit
- ★ Highlight rarity
- ★ Communicate the value of limitations or rarity
- ★ Create restrictions that will create a sense of inclusion
- ★ Be careful not to talk too much, over-talk, or over-sell your idea, product, or service.

The tactics listed above are based on Robert Cialdini’s six principles of influence that can be found in his book *Influence: The Psychology of Persuasion*.