

## TWELVE TIPS

### ***HOW TO ETHICALLY USE THE SKILLS OF THE FRAUDSTER TO GET WHAT YOU WANT IN LIFE!***

1. Never underestimate the power of the soft sell. If you want a bigger yes, start with a smaller one, such as, "Nice weather we're having?" It opens up a personal psychologically and makes them more prone to saying yes to bigger things.
2. No isn't no until you've heard it four times. Fraudsters know that it gets harder and harder to say no, but once a person is provoked enough to say it for the fourth time, they mean it. Be smart and clever enough to show the mutual benefits of your proposal before you get to that point.
3. Always ask for 20% more than you want. It doesn't have to be monetary. It's easier to come down than to go up.
4. Find some leverage and use it. A fraudster will never get squeamish about using leverage against you, but he will wait for the optimal moment. I like to think of leverage as a positive thing that can benefit those with whom you're negotiating. Think of a way you can help that person better serve their own customer/ audience/ spouse.
5. Be Diplomatic and Flexible. You may not get exactly what you ask for, but you can get other things, and you'll be surprised just how compensatory they can be.
6. Listen to you gut. If something feels off or goes against your personal belief system, you will never regret walking away.
7. Practice asking for something you don't think you can get at least once a week. You will be surprised how often you get what you ask for.
8. If all electronic communication fails, turn to the mail. Fraudsters do it with great success.
9. Sometimes you have to come out swinging. Do something unexpected. Take the risk.
10. Take the hard feedback and improve yourself. Most people aren't willing to do this, and the result is a mediocre life.
11. Whatever you do, be so creative that it becomes legendary!
12. Always give back. Make sure what you're doing betters the world for both yourself and those with whom you're negotiating. Always leave people better than you found them.