

Six Approaches to PERSUADE & INFLUENCE OTHERS



The obligation to give back what you have received from others.



People want more of those THINGS there are less of.



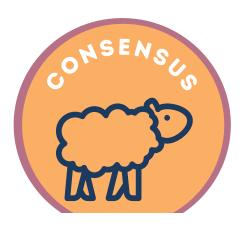
People will follow the lead of CREDIABLE & KNOWLEDGEABLE experts.



Doing more of what you have done before.



People will say
YES
more to people they like.



People will look to the actions of others to determine their own.

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