

# 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.



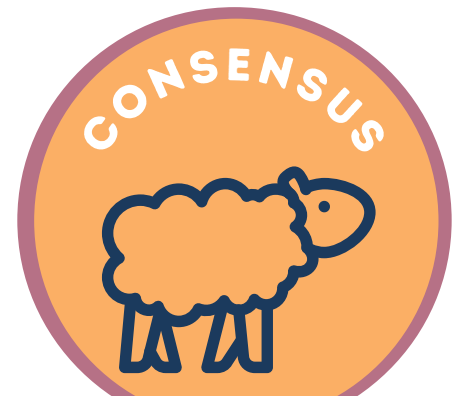
People will follow the  
lead of  
**CREDIBLE &  
KNOWLEDGEABLE**  
experts.



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.