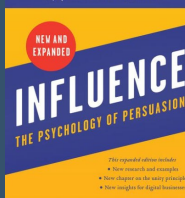


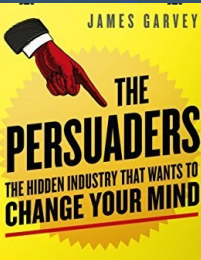
Books

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"This is the book that I give most often as a present and in my recommendation." -GORE VIDAL



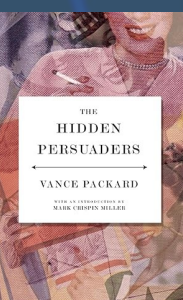
ROBERT B. CIALDINI, PH.D.



Brainfluence

100 WAYS TO PERSUADE AND CONVINCE CONSUMERS WITH NEUROMARKETING

ROGER DOOLEY



THE HIDDEN PERSUADERS

VANCE PACKARD

WITH AN INTRODUCTION BY MARK CRISPIN MILLER

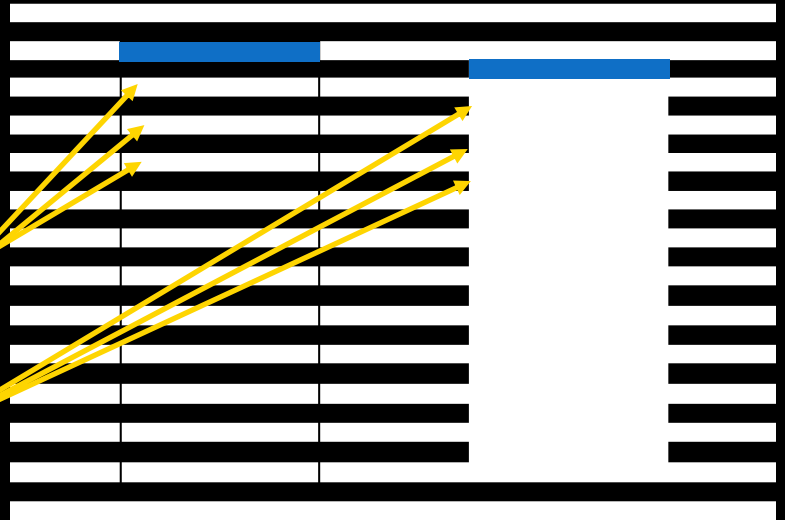
The "Munker-White's Illusion"

This illusion shows how much the perception of color is influenced by context.

Color between the lines with a crayon

Then color with the lines with the same crayon.

Notice the difference in the color



"There is no expedient to which a man will not resort to avoid the real labor of thinking." -Sir Joshua Reynolds

"When people are free to do as they please, they usually imitate one another."
-Eric Hoffer

BRAIN HACK The Science Of Influence

"The day you stop learning is the day you begin decaying."
-Isaac Asimov

Party Over Policy: The Impact of Group Influence on Political Beliefs.

Group 1 was told a Welfare Reform Bill was written by Democrats and they were asked to rate the bill on a scale from 1 to 7.

Liberal leaning avg. rating: 5.46
Conservative leaning avg rating: 2.69

Group 2 was told the same Welfare Reform Bill was written by Republicans and they were asked to rate the bill from 1 to 7.

Liberal leaning avg. rating: 3.15
Conservative leaning avg rating: 5.49



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The 7 Principles of Influence

1) RECIPROCATION

We repay what another person has provided us.

Example: The Not-So-Free Sample Candy store customers who received a free piece of candy were 42% more likely to buy. Often buying more of other types of candy.

2) LIKABILITY

We prefer to say yes to those people we like.

Example 1: Attractive people get hired more, get paid more, and are believed to be smarter, honest, kind, & talented.

Example 2: We are more likely to help people who are similarly dressed as ourself.

3) SOCIAL PROOF

When we are uncertain we tend to look to our peers to determine what is correct.

Example: A restaurant tried to increase sales by adding labels to specific meals like, "Specialty of the House" or "Chef's Special." The most effective was "Most Popular" which increased sales by 13 to 20%.

4) AUTHORITY

Two types: In Authority = In Charge
An Authority = Highly Informed

Important: There is strong internal and external pressure to comply with requests of authority without thinking. It is important to determine: Is this authority truly an expert? & How truthful can I expect the expert to be?

5) SCARCITY

People want more of the things they can have less of and they will pay more for it.

Example: Think about Apple iPhones when they first came out, people stood in long lines because they were the new thing. And they didn't want to loss out. (Loss Aversion)
Psychologically:
Potential Losses > Potential Gains

6) COMMITMENT & CONSISTENCY

The drive to act and look consistent is a potent force. It can cause us to act in ways contrary to our own best interest.

Example 1: See Party over Policy on side one for this handout.

Example 2: Once we make a choice, it becomes difficult to change our minds and will cause us to justify that decision even when that choice is proven wrong.

7) UNITY

People are inclined to say yes to someone they consider one of them.

Example: "We" groups favor out comes of fellow members over those who are nonmembers. Think of club (Moose, etc) associations. People buy more from someone from their "In" group. But Bernie Madoff scammed members of his "In" group by \$15 billion. (Affinity Schemes)