

## Principles of Persuasion: How to Increase Your Level of Influence

**Forgetting Curve:** We usually forget about \_\_\_\_\_% of what we've learned a day or two after learning it unless we review the material frequently.

**Answer** to the math question, how much does the ball cost? \_\_\_\_\_

**System 1/System 2 Thinking & Decision Making:** \_\_\_\_\_% of our decisions are made with System \_\_\_\_\_.

About \_\_\_\_\_% of our time in "non-sales roles" is used in persuading and influencing others.

Are your persuasion efforts **ethical**? - must answer these questions: Is it \_\_\_\_\_ - \_\_\_\_\_ for both you and the other person and is it \_\_\_\_\_?

**Principle #1: R** \_\_\_\_\_

People feel obligated to \_\_\_\_\_

\_\_\_\_\_

Two examples are: G \_\_\_\_\_ & C \_\_\_\_\_

Need to be m \_\_\_\_\_, u \_\_\_\_\_, c \_\_\_\_\_

An example of a gift I plan to give is \_\_\_\_\_

**Principle #2: L** \_\_\_\_\_

Others say \_\_\_\_\_

Finding s \_\_\_\_\_, giving c \_\_\_\_\_

An example of how I will apply this principle is \_\_\_\_\_

**Principle #3: U** \_\_\_\_\_

People are inclined to \_\_\_\_\_

Acting \_\_\_\_\_, co- \_\_\_\_\_

An example of how I will apply this principle is \_\_\_\_\_

**Principle #4: Social P** \_\_\_\_\_

People look to what \_\_\_\_\_

\_\_\_\_\_

Keys: t \_\_\_\_\_, r \_\_\_\_\_, r \_\_\_\_\_

An example of how I will apply this principle is \_\_\_\_\_

**Principle # 5: A** \_\_\_\_\_

People look \_\_\_\_\_

\_\_\_\_\_

An example of how I will apply this principle is \_\_\_\_\_

**Principle # 6: C** \_\_\_\_\_

Individuals want \_\_\_\_\_

\_\_\_\_\_

C \_\_\_\_\_ must be p \_\_\_\_\_, v \_\_\_\_\_

& a \_\_\_\_\_

An example of how I will apply this principle is \_\_\_\_\_

**Principle # 7: S** \_\_\_\_\_

Things appear \_\_\_\_\_

An example of how I will apply this principle is \_\_\_\_\_

Which **one principle of persuasion** will you commit to and apply moving forward? Please be specific. Write down your commitment below and share it with a colleague.

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