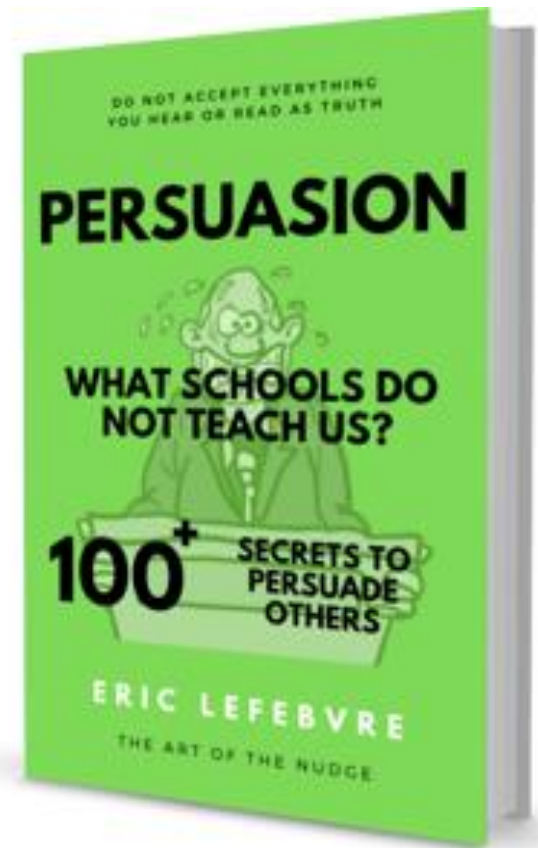
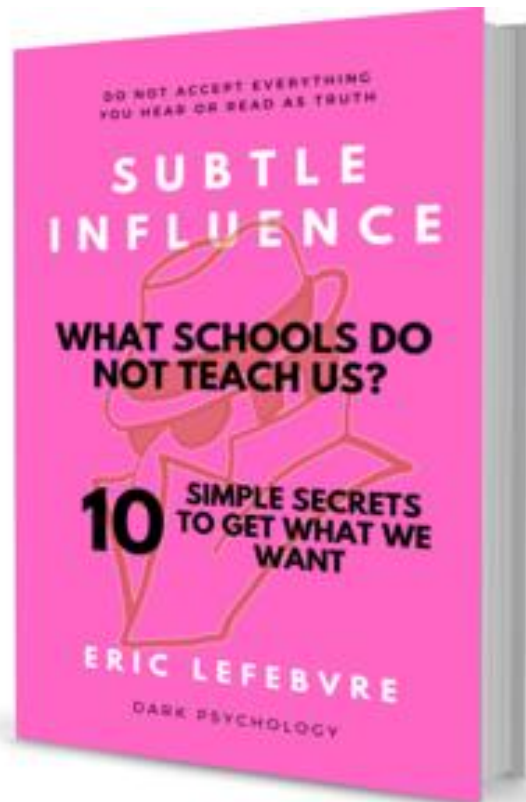
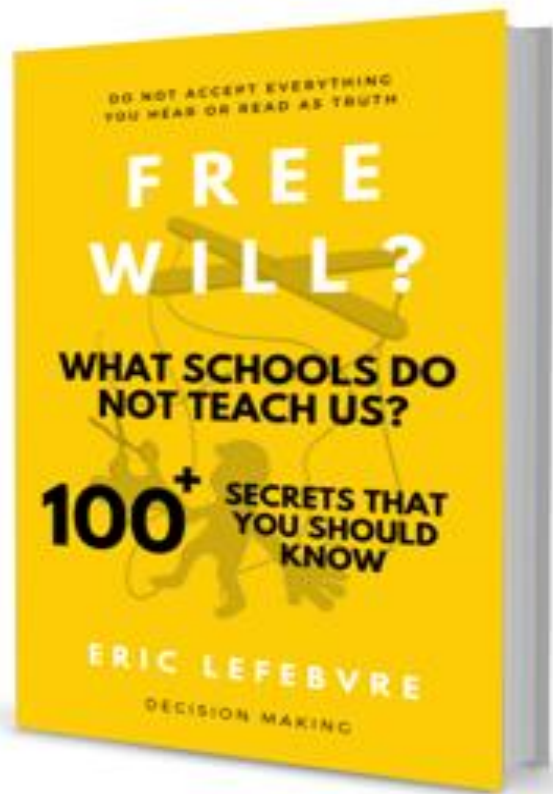


LIKE!

PERSUASION

YEAH!!

OMG!



Email:
lefeberic@yahoo.com

STORIES



Eric Lefebvre

HOW TO DEFINE PERSUASION

Persuasion is a skill that can be learnt, and I will provide you different approaches that you can use to get what you want!

Persuasion is used in many different situations including sales pitches, election campaigns, advertising and public service campaigns. When we watch television commercials we are often being urged to stop drinking before taking our car, or during the COVID19 crisis to wear a mask to protect others not to mention the need to get a vaccination. These commercials are ways of persuading us to change our habits.



THE MAGICIAN



The mind readers

How did he
do this?

HOW MANY
JOKERS DO I GET?



AT THE END OF REASONS, COMES PERSUASION.

The best way to define the word “persuasion” is changing someone’s behaviour to get them to think, feel or do as you would like them to!

For us to successfully persuade someone there are several things, we will need to:

- Know exactly what it is we want them to do or feel.
- Know the person – do we know exactly who they are, their likes and dislikes and what their opinions are on certain subjects and issues.
- What needs does this person have?
- Place ourselves in their shoes and think from their viewpoint.
- Listen intently to the person and show that we understand what they are saying and where they are coming from.

I HAVE CREATED
THE PERFECT MIND
READING MACHINE!



MR. KESWICK

WHAT ARE THE TRICKS?

Let us be clear, “mind readers” are mainly using tricks which are insanely cool, highly interesting art form to learn/practice.

A lot is linked to strengthen our memory and heightening our observation. We can practice reading people to understand their hidden feelings. Of course, there are tricks that we can use to entertain groups of people with our skills like those in the X factor shows. But the best reason to practice these mentalism tricks is to spend time around people (both watching and understanding them) and learn to relate better to them.

WITH THIS, I HAVE
NO PROBLEM TO
READ YOUR MIND!





OH MY GOD ...
HOW DO YOU DO
THIS? THIS IS
SCARY ...



A SMALL TEST ...



**GOLD
READING**

What is Cold Reading?

- Relative to the hot reading technique where the information on a person is collected beforehand with the help of social media sources, cold reading does not require any prior knowledge on a person. Only interaction and exchange are essential. As its name suggests, cold reading therefore literally aims to read a person.





COLD Reading TECHNIQUE

How many times do you agree
with this description of you?

BARNUM Effect – Bertram FORER



- Bertram Forer wrote this text in 1948 and used it to conduct a personality test with his students. In this test, he asked them a series of questions and then gave each of them "the result", which is none other than the above-mentioned text. Before the students can share the results of the test (which was the same for everyone), they were asked to rate on a scale of 1 to 5 the accuracy of the analysis given to them. The result showed an 85% accuracy: The Barnum effect was demonstrated.

- A frequent use of the Barnum effect is in politics: it gives the impression that everyone is being heard, without making any formal commitments...

SHOT GUNNING

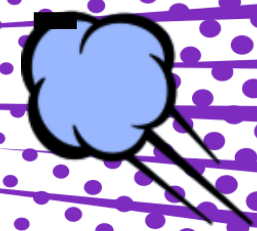
I AM ALSO AN ADEPT
OF SHOTGUNNING
WHEN DEALING WITH
HUNTERS



- Widely used by show mediums, shot gunning is largely based on a hunting approach where the gunner sends a salvo of small shots rather than a large projectile to maximize the chances of hitting his target. Thus, shot gunning consists in evoking a maximum of assertions whether they are correct, almost correct or evocative of the subject.
- And this, rather than a single general assertion. This, in order to observe the subject's reactions, to refine and calibrate the initial conjunctures according to his reactions.
- Moreover, although this technique can lead to many failures, experienced readers can very quickly turn failures into successes.



SHOT GUNNING Example




The rainbow ruse

I WOULD SAY THAT YOU ARE A
RATHER RESERVED PERSON,
BUT YOU KNOW HOW TO MAKE
YOURSELF HEARD WHEN
NECESSARY.



PRIVATE SNAFU

- This technique consists of attributing to the subject a personality trait and its exact opposite in the same statement. For instance, we would say: "you know how to party, and you have a knack for setting the mood in the evening, but there are also moments when you feel the need to be alone with yourself, to flee from noise and fury". We could also say: "You are very honest with people, but you know it is not always good to tell the whole truth".



**Have you ever
experienced this? Or
used these
techniques?**

WHAT SHOULD YOU DO?

1. Make eye contacts.

The eye contact aims to gather as much information as possible about a totally unknown person.

2. Use the verbal contact.

We are fishing for information by making the person speaks as much as possible.

3. Have a notebook!

We should always note down all the necessary information about people that we are talking to.

**A GENIUS IS A
TALENTED PERSON
WHO DOES HIS
HOMEWORK.**





**COMMON
INTEREST**



Leverage what you learnt from the people

- Persuasion is implemented by conveying a rational appeal or an emotional appeal to move an individual into action. Action takes the form of buying a product or service, subscribing to an idea, donating to a charity, or voting for a political candidate.



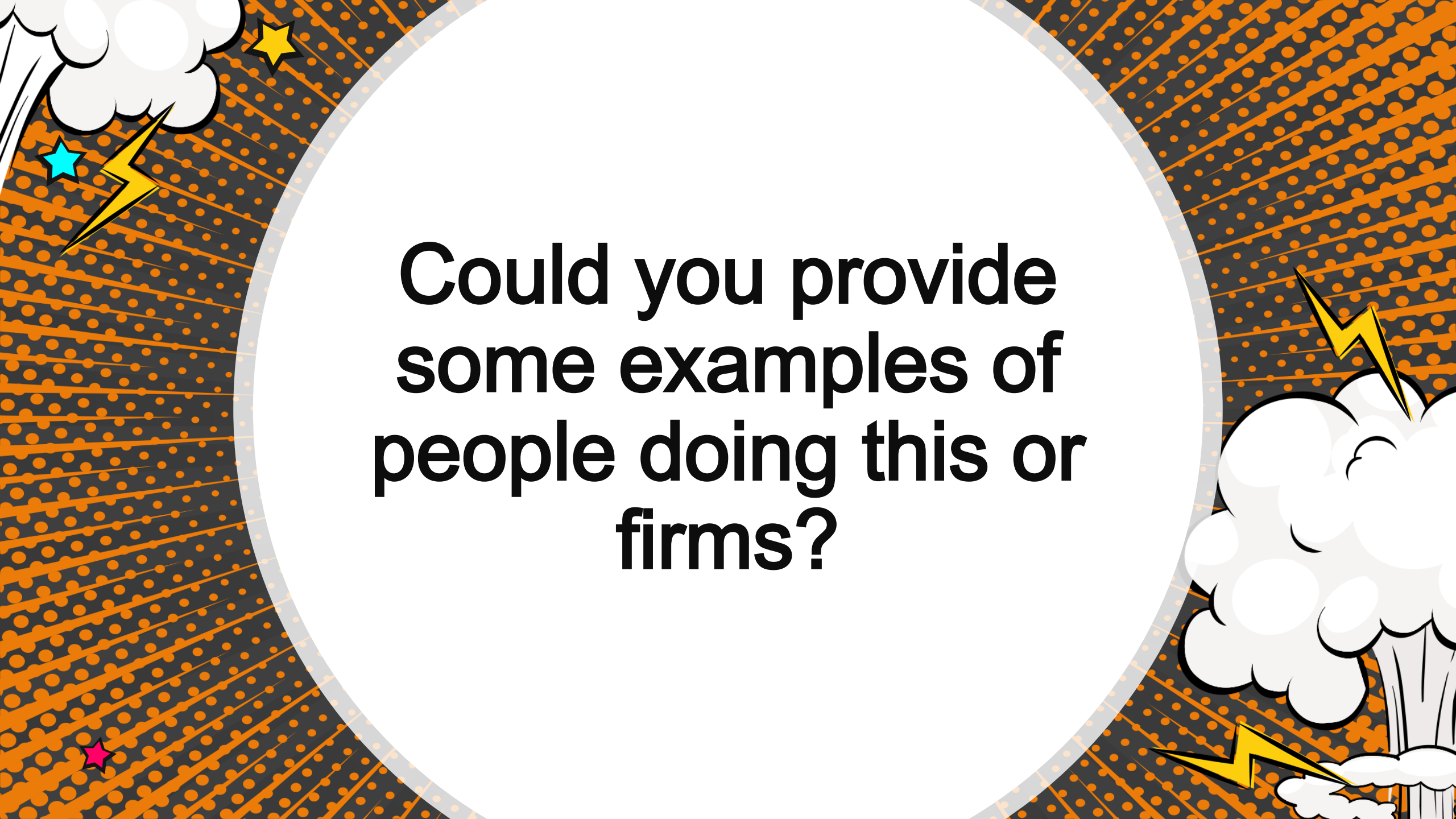
Hypodermic Needle theory

- According to the "hypodermic needle" theory (also called the Lasswell's communication model), communication is carried out using a simplistic ballistic model: the transmitter sends a message like a projectile that passes through a trajectory towards its targets. This theory presupposes that the audience is made up of atomized individuals, susceptible to signals. The "trajectories" are the available communication techniques.

GET CLOSER TO YOUR AUDIENCE

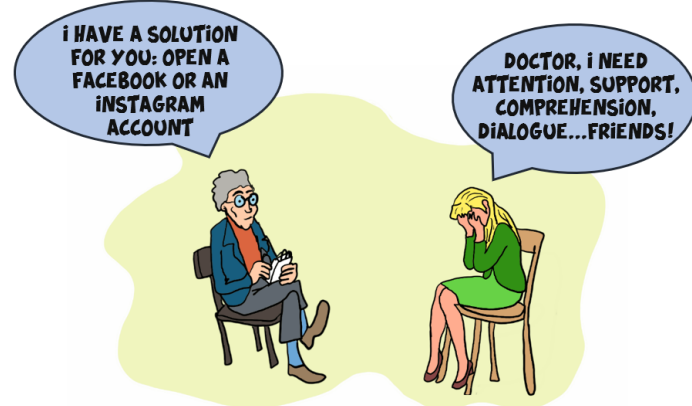


- it is important to adapt our messages to what people want to hear. The same is true when targeting a person, we must adapt our language and messages to them.
- This is exactly what corporation do with their brands and their communication. For instance, we can wonder whether the business community backing of climate change is a genuine gesture or pure marketing strategy.



**Could you provide
some examples of
people doing this or
firms?**

SHOW EMPATHY



- It is said that the average person today in the western world is subject to at least 300 messages per day from advertisers, if not more. Some studies have calculated this to be up around the 3,000 mark, depending on where people live. To make an impact, it is key to deliver a message that the target is ready to listen to, thus the need to know what their interests are!
- Like the “mentalists” or “mind readers”, the most important thing is to make others believe that we know what they need and furthermore, we understand them and may even share some of their values.



APPEARANCES



**Why do they
use experts?
And statistics**



THE YALE ATTITUDE CHANGE APPROACH

THAT'S WHY I
STAND HERE
TONIGHT



There are three parts which need to be considered: the who, the what, to whom. But in addition to Lasswell's model, it adds some requirements or features.

- 1) Who (source of communication): The speaker should be attractive to the audience. But appear as being confident is also working!
- 2) The speaker should be credible to the audience, but the neat thing is that we do not have to be an expert to appear as being credible!



**Would you
buy this
blender?**

Why credibility?



- The source of a high credibility is more persuasive than a source of low credibility. We are more persuaded by credible sources because we assume they know what they are talking about, and we want to be right.
- credibility is affected by 1) expertise and 2) trustworthiness
- the effectiveness of persuasive communications depends on who says what to whom



**POWERFUL
MESSAGES**

HAVE YOU HEARD ABOUT SUPERSUASION?



Simplicity

Perceived self-interest

Incongruity

Confidence

Empathy

SUPERSUASION is the ability to rally an interlocutor to one's cause almost INSTANTLY by NEUTRALIZING his or her critical mind for a short time, but enough to PERSUADE him or her.

1. SiMPLiCiTY

This is the principle on which the great orators build their arguments: 3 points only: VENI, VIDI, VICI, with a third word that confirms the relationship between the first two and is the positive confirmation of it.

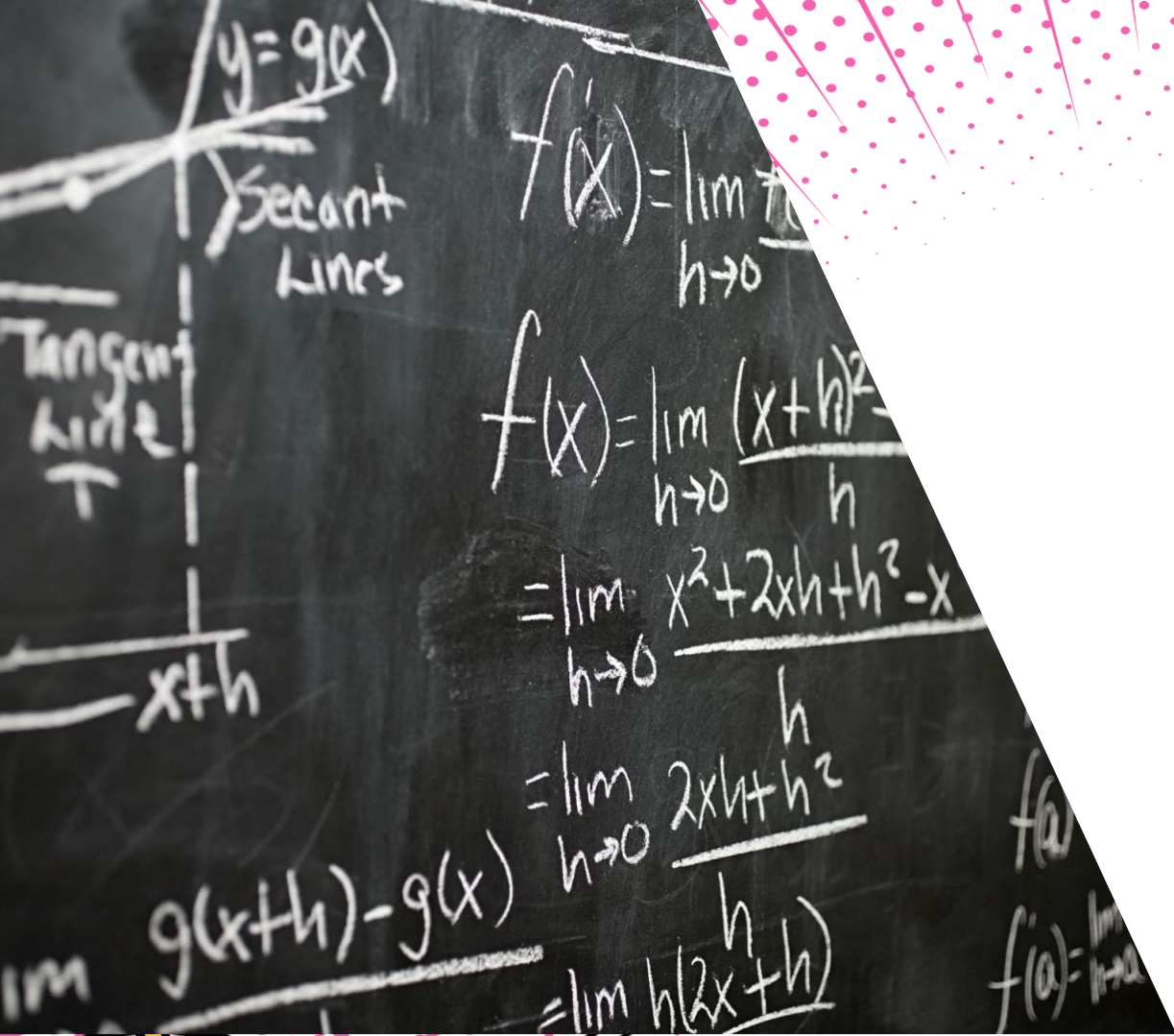


TRiCOLON

As per Leonardo da Vinci, “Simplicity is the ultimate sophistication”.



READ MY LIPS ...
THERE WILL NOT
BE ANOTHER
VIETNAM!



Handwritten mathematical notes on a chalkboard showing the derivation of the derivative of $f(x) = x^2$ using the limit definition. The notes include:

- A graph of $y = g(x)$ with a secant line and a tangent line labeled T . The horizontal distance between the points is labeled $x+h$.
- The definition of the derivative: $f'(x) = \lim_{h \rightarrow 0} \frac{f(x+h) - f(x)}{h}$
- The specific function: $f(x) = \lim_{h \rightarrow 0} \frac{(x+h)^2 - x^2}{h}$
- The expansion: $= \lim_{h \rightarrow 0} \frac{x^2 + 2xh + h^2 - x^2}{h}$
- The simplification: $= \lim_{h \rightarrow 0} \frac{2xh + h^2}{h}$
- The final result: $= \lim_{h \rightarrow 0} h(2x + h)$
- Partial derivations for $f(a)$ and $f'(a)$ are also visible on the right side of the board.

**Could you provide
some Tricolon
examples?**

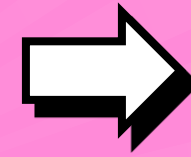




Tricolon examples?

2. PERCEIVED SELF INTEREST

With regards to persuasion, we should also consider that, when we are reaching a decision, most of us are often looking at what is good for us. Let us admit it, people are selfish, and this is in our nature, this has been demonstrated with the game theory applied to the classic prisoners' dilemma.



PRISONER'S DILEMMA



USE THE PRISONER'S DILEMMA

We are doing things which are in our own interest. Therefore, if we want to convince others, we should make them believe that our idea or message is good for them. We should consider the two following concepts: WIIFM and WAMI.

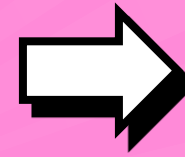


WIIFM. What is in it for me? This is the universal question every audience member is asking themselves when they are attending a meeting, sitting through a presentation, or listening to a speech.

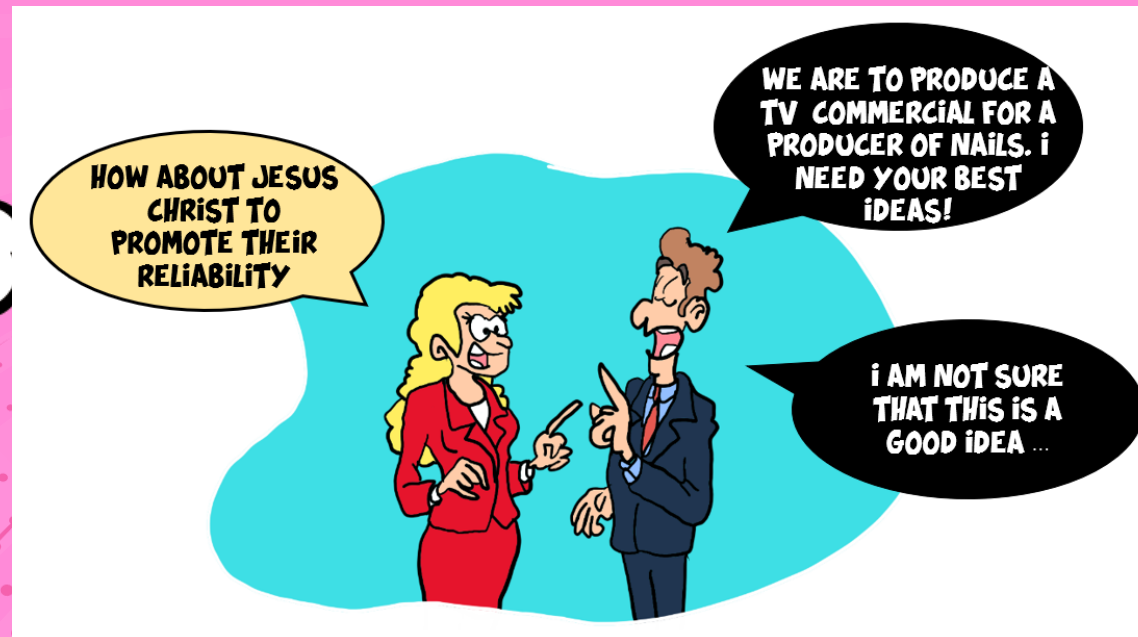
WAMI is the other side of the same coin: "What is Against My Interests".

3. INCONGRUITY

There is something more powerful than smiling: Humor! This is the small dose of humor that allows us to win over our interlocutor to our opinion, smoothly and gently. Here comes the “I” in “SPICE”, which stands for incongruity.



HUMOR!



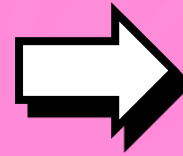
Humor is also a formidable lever of seduction



- Humor can be a powerful tool of persuasion. Humor makes the persuader seem more friendly and accepting. Humor can gain our attention, help us create rapport, and make our message more memorable.

HUMOR – SURPRISE THEM!

Humor, or incongruity, interferes with our cognitive functioning and is a source of destabilization. This is useful for creating a break in tension in an exchange, or a negotiation for example.



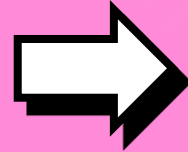
The well-known **Disrupt-Then-Reframe (DTR) technique** follows the same principle.



DTR TECHNIQUE

Davis and Knowles (1999) demonstrated the DTR technique by selling note cards door-to-door for a local charity. Here are two different strategies they used:

- In the “normal” condition they told people it was \$3 for 8 cards. Using this they made sales at 40% of households.
- In the DTR condition they first told people it was 300 pennies for 8 cards, immediately followed by: “...which is a bargain!” This form of words encouraged 80% of households to buy the cards.



We are more sensitive to the presentation of unexpected stimuli than predictable ones; our brain is programmed to detect and process novelty. The unusual causes a short period of instability and disorientation and then triggers an automatic reframing. This disruption only works for a second; the reframe must come immediately, before people’s critical faculties come back online.

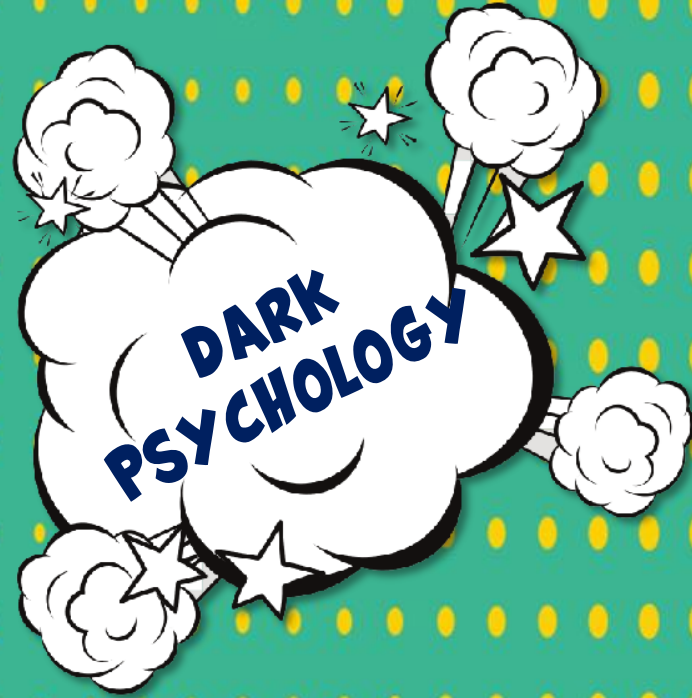


4&5. confidence and empathy



- Being a person who makes other people feel good will go a long way toward increasing our likeability in their eyes. A bang-up way to do this is by showing gratitude toward the other individual or group. Also never pick apart others and do not discuss our problems with them. As a result, the group or person will respect us.

MAY I GET IN
YOUR WORLD?



SUBTLE INFLUENCE

THE FOOT IN THE DOOR TECHNIQUE

The foot-in-the-door technique (or FITD) is a strategy used to persuade people to agree to a particular action, based on the idea that if a respondent will comply with a small initial request then they will be more likely to agree to a later, more significant, request, which they would not have agreed to, had they been asked it outright.

In the 1960s, some researchers managed to demonstrate that this approach is efficient. Feedman and Fraser asked several people to put up an ugly and large poster in their garden that read: "Drive safely". Only 17% agreed. Then they asked another group of people to sign a document in favour of road safety. It was a petition that involved little commitment; the majority signed. Then they asked these people to place the big, ugly sign in their garden. What happened? 55% of the group agreed to put the ugly poster in their garden.

*It's Easier to Fool People
Than to Convince Them
That They Have Been
Fooled*



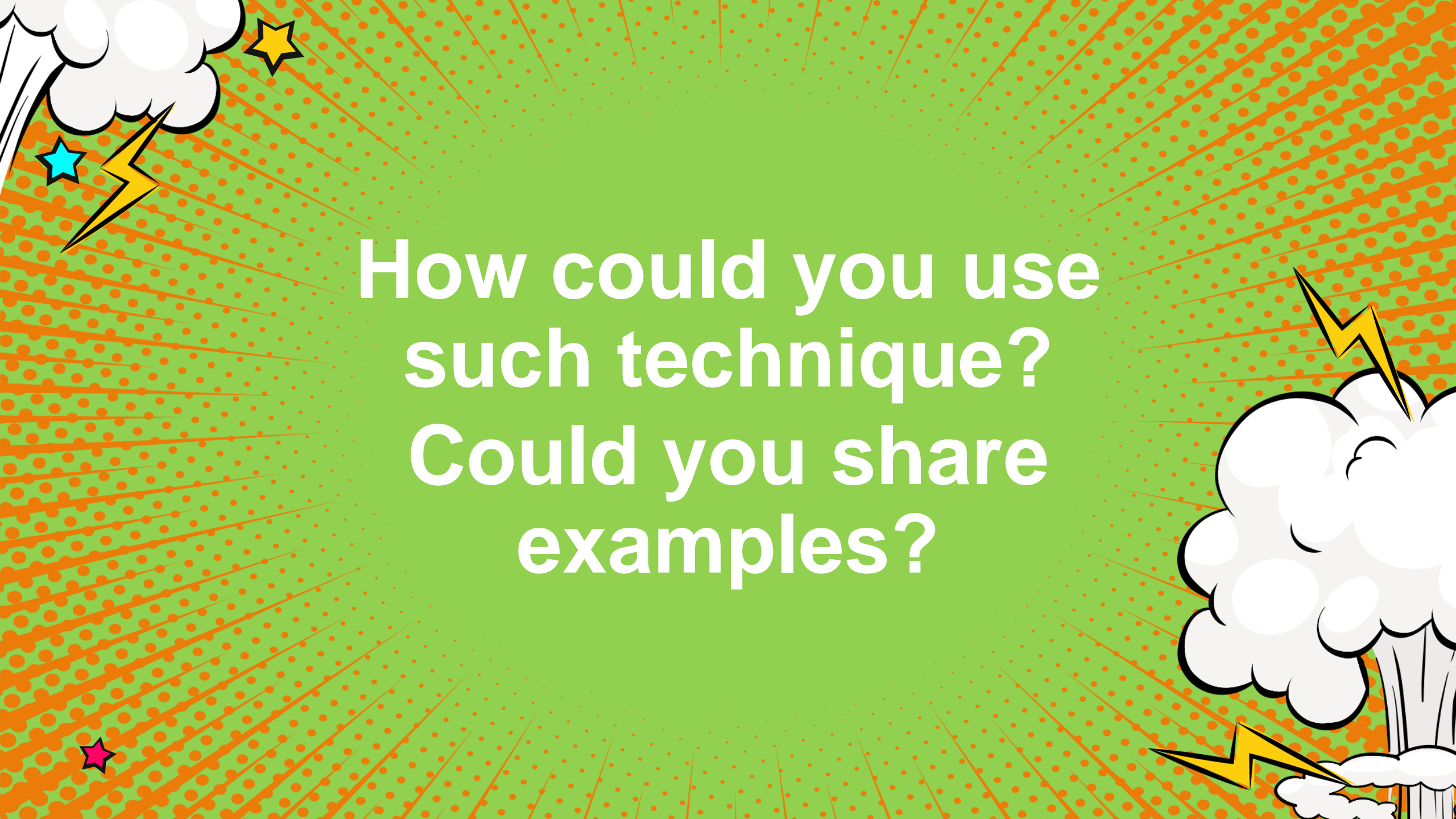


Example: How to get your neighbour to take care of our dog when we go on vacation?

Let us imagine that we have dogs and need someone to take care of them while we go on a short trip for few days. How would we find a person to do this for us?

The best is to start with a small request and ask a good friend (ideally our neighbour) to keep an eye on our house. Then after getting his agreement, we ask him to look after our dogs which includes feeding and walking them.





How could you use
such technique?
Could you share
examples?

THE LOW-BALL STRATEGY

The Low ball works by first making closure and commitment to the thought or item which we want the other person to accept, then employing the fact that people will act consistently with their beliefs to hold up the commitment when we alter the agreement.

The low-ball technique is a compliance strategy which is used to persuade a person to agree to a request. The person using the technique will present an attractive offer at first. The offer will be attractive enough for the other party to accept it. Then, before finalising the agreement, the person will change the offer.


i ALWAYS WRITE "WAKE UP"
ON MY TO-DO-LIST SO i CAN
AT LEAST ACCOMPLISH ONE
THING A DAY.





In the 1970s, Robert Cialdini asked students to take part in an experiment. Participants would be expected to arrive early in the morning for the experiment. Cialdini informed the first group of students that the experiment will start at 07:00 am before they agreed to participate. For the second group of students, Cialdini told them the start time only after they had agreed to take part to the experiment.

When checking the arrival time of the students, Cialdini and his team observed from the second group, which was the low-ball group, a much higher rate of compliance with the arrival time. Twenty-four % of the control group arrived on time against fifty-six % of the low-ball group.



Have you
experienced such
approach?
Examples?

THE DOOR IN THE FACE TECHNIQUE (DiTF)

A person using the foot-in-door technique usually makes an inexpensive request first. Once this is satisfied, a second, more expensive request is made, and so on. This is the principle most often used by organizations doing charitable work with their donors. It is a form of long-term commitment.

In the case of the DiTF, also known as slamming door, the principle is used the other way round. In this case, the claimant makes an initial request which is rejected by the other party. He then returns with a second request which is less demanding than the first. This second request is then more likely to succeed since the donor often feels guilty about his first refusal.





Let us imagine our boss is asking us to come the entire weekend to help him finalize an urgent file. We refuse this and find an excuse. He then simply offers to work until 11 pm on Fridays; we would then accept.

In fact, our manager did not want us to come to work at the weekend. She expected us to refuse. Therefore, she offered us a cheaper option, staying late on Fridays. Logically, we accept because we feel guilty for having already refused the first request.

THE LAW OF CONNECTiViTy!

We have all had the experience of feeling an instant connection or bond with someone after just a few seconds of being in their presence. This is the Rule of Connectivity. We have probably all met someone whom we instantly did not like and did not want to be around. This is caused by a lack of connectivity and usually takes only a few seconds to manifest itself.

When we create an instant bond or connection, people feel comfortable around us. They will feel like they have known us for a long time and that they can easily relate to you. When we feel connected with someone, we feel comfortable and understood; they can relate to us, and a sense of trust ensues.

There are 4 main components to connectivity: attraction, similarity, people skills, and rapport.



THE RULE OF EXPECTATIONS

The Rule of expectations uses expectations to influence reality and create results. Individuals tend to make decisions based on how others expect them to perform. As a result, people fulfil those expectations whether positive or negative. Expectations have a powerful impact on those we trust and respect, but, interestingly, an even greater impact on perfect strangers. When we know someone expects something from us, we will try to satisfy him or her to gain respect and likability.



**MY EXPECTATIONS
WERE SOMEHOW
DIFFERENT ...**




How to use the rules of expectations to get what we want from others?

Let us take an example: We want to get our team to complete their tasks in a project faster than expected. If the job requires 3 months to finish, tell them it must be done within 3 weeks. The magic is that the work will be completed in a span of time based on a person's expectation of how long they must do it.

If they absolutely cannot do it in that length of time, use another persuasion technique: the principle of comparison.

Let them know that if they can generate superb results, they will be given, a 2-weeks of additional time. They will evaluate both time frames and probably even thank us for giving them enough time. We gave them the belief that they are given a lot of time (since we have added 2 weeks to the original 3-week deadline), even when the task was supposed to take up to 3 months to finish.



How would you
apply this law?

STILL NOT CONVINCED?

Another good way to exploit the power of expectation is to be as specific as possible. If you can say, "I know you are able to produce a great presentation with 20 slides in 1 week" instead of "I know that you are fast with great presentation skills," then the results will be better and more accurate.

Another great technique to persuade others, is to find a point of similarity between us. For example, if both of us worked for the same corporation, we could easily find a funny anecdote to share.

YOU ARE YOUR GREATEST ASSET. PUT YOUR TIME, EFFORT AND MONEY INTO TRAINING, GROOMING, AND ENCOURAGING YOUR GREATEST ASSET





THE CROWD



The power of the herd!

**Jusqu'où irions-nous
pour nous conformer au groupe ?**



- According to Aristotle, man is a social (but also political) animal. From a social point of view, we are made to live in society, and more precisely in community. We do not like to live alone, without interaction with our fellow human beings. Unfortunately, this also leads us to follow the herd and take wrong decisions...

WHAT CAN WE LEARN FROM GUSTAVE LE BON?

LE BON describes "the collective soul of crowds" as follow: "the most striking fact presented by a psychological crowd is the following: whatever the individuals who compose it, however similar or dissimilar their way of life, their occupations, their character or their intelligence may be, the mere fact that they are transformed into a crowd endows them with a kind of collective soul. This soul makes them feel, think, and act in a way quite different from the way each of them would feel, think, and act in isolation.



An individual in a crowd is a grain of sand amid other grains of sand which the wind stirs up at will

**YOU CAN BE
THAT WIND!**

What is the 100th monkey theory?



- When a critical number of individuals realize an awareness, that same awareness is communicated from one mind to another.
- Although the exact number may vary, this "Hundredth Monkey Phenomenon" means that it only takes a limited number of people to integrate a new way of doing things for it to become part of the consciousness of all of them.
- At some point, if just one more person realizes this awareness and adopts a new behaviour, its scope expands so that this awareness is communicated and adopted by almost everyone!

Apply what EDWARD BERNAYS Taught us!

- As Bernays said: 'If you can influence the leaders, either with or without their conscious cooperation, you automatically influence the group which they sway.'

