

**SCIENTIFICALLY PROVEN WAYS TO BE
MORE PERSUASIVE**

**THE 6
PRINCIPLES OF
PERSUASION**

BY DR. ROBERT CIALDINI

WWW.BUSINESSOFAESTHETICS.ORG

6 PRINCIPLES OF PERSUASION

Principle 01

RECIPROCATION

Principle 02

SOCIAL PROOF

Principle 03

COMMITMENT & CONSISTENCY

Principle 04

LIKING

Principle 05

AUTHORITY

Principle 06

SCARCITY

PRINCIPLE 01 RECIPROCATATION

Reciprocation recognizes that people feel indebted to those who do something for them or give them a gift.

For marketers, Cialdini says: "The implication is you have to go first. Give something: give information, give free samples, give a positive experience to people and they will want to give you something in return."



Application for Marketers

The reciprocation principle explains why free samples can be so effective. People who receive a free, unexpected gift are more likely to listen to a product's features, donate to a cause, or tip a waitress more money. The gifts do not have to be expensive or even material; information and favors can work. "

PRINCIPLE 02 SOCIAL PROOF

When people are uncertain about a course of action, they tend to look to those around them to guide their decisions and actions. They especially want to know what everyone else is doing - especially their peers.

"Laugh tracks on comedy shows exist for this very reason," Cialdini says.



Application for Marketers

Testimonials from satisfied customers show your target audience that people who are similar to them have enjoyed your product or service. They'll be more likely to become customers themselves.

A similar principle applies to television commercials that say: "If our lines are busy, please call again." Instead of saying "Operators are standing by." The first response implies that other people like your offer so much that the phone lines are busy, which may persuade others to act similarly.

PRINCIPLE 03 COMMITMENT & CONSISTENCY

People do not like to back out of deals. We're more likely to do something after we've agreed to it verbally or in writing,

Cialdini says. People strive for consistency in their commitments. They also prefer to follow pre-existing attitudes, values and actions.



Application for Marketers

People want to be both consistent and true to their word. Getting customers or co-workers to publicly commit to something makes them more likely to follow through with an action or a purchase. Ask your team members if they'll support your next initiative and say why. Getting people to answer 'yes' makes them more powerfully committed to an action, Cialdini says.

For instance, don't tell people: "Please call if you have to cancel." Asking "Will you please call if you have to cancel?" gets customers to say yes, and measurably increases their response rates.

PRINCIPLE 04 LIKING

"People prefer to say 'yes' to those they know and like," Cialdini says.

People are also more likely to favor those who are physically attractive, similar to themselves, or who give them compliments. Even something as 'random' as having the same name as your prospects can increase your chances of making a sale.



Application for Marketers

"One of the things that marketers can do is honestly report on the extent to which the product or service - or the people who are providing the product or service - are similar to the audience and know the audience's challenges, preferences and so on," Cialdini says.

So , for instance, sales people could improve their chances of making a sale by becoming more knowledgeable about their prospects' existing preferences.

PRINCIPLE 05 AUTHORITY

People respect authority. They want to follow the lead of real experts. Business titles, impressive clothing, and even driving an expensive, high-performing automobile are proven factors in lending credibility to any individual.

Giving the appearance of authority actually increases the likelihood that others will comply with requests - even if their authority is illegitimate.



Application for Marketers

When people are uncertain, they look outside themselves for information to guide their decisions. Given the incredible influence of authority figures, it would be wise to incorporate testimonials from legitimate, recognized authorities to help persuade prospects to respond or make purchases.

PRINCIPLE 06 SCARCITY

In fundamental economic theory, scarcity relates to supply and demand. Basically, the less there is of something, the more valuable it is. The more rare and uncommon a thing, the more people want it. Familiar examples are frenzies over the latest holiday toy or urban campers waiting overnight to pounce on the latest iPhone.



Application for Marketers

Say the authors: "The tendency to be more sensitive to possible losses than to possible gains is one of the best-supported findings in social science."

Therefore, it may be worthwhile to switch your advertising campaign's message from your product's benefits to emphasizing the potential for a wasted opportunity:

- "Don't miss this chance..."
- "Here's what you'll miss out on..."

In any case, if your product or service is genuinely unique, be sure to emphasize its unique qualities to increase the perception of its scarcity.



LISTENER REWARD FROM EKWA MARKETING

Schedule a FREE consultation session to get a 12-month Marketing Strategy plan to grow your practice and fine-tune your consumer approach.

[CLICK HERE TO SCHEDULE NOW](#)