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50 Scientifically Proven ways to be persuasive: Summary

Goldstein, Martin and Cialdini make interesting claims about what influences us. I certainly now have a different understanding about the significance of the mirror in my office, how my feelings affect my work, and why I might ask someone with whom I do not get along for a favor. Here is my summation of the 50 ways to be persuasive.



1. **General Social Proof:** "Guests who learn that the majority of other guests reuse towels are 26% likelier to reuse than guests reading an eco-message."
2. **Specific Social Proof:** "Guests who learn that the majority of prior occupants in their room reused towels were 33% more likely to reuse a towel than those guests seeing the eco-message."
3. **Positive Social Proof:** Focusing message on prevalence of undesirable behavior can increase the bad by giving permission to continue it. Instead, focus on the behavior you want to encourage and make "bad" actors want to be good.
4. **Magnetic Middle:** When energy consumption was posted on the front door of certain houses in the neighborhood, neighbors with less consumption, increased and neighbors with more consumption, decreased. Avoid the regression to the middle by awarding some kind of stamp of approval for good.
5. **Limit the options:** Customers offered six options bought 30% of the time while customers offered 24 options bought only 3% of the time. Don't overwhelm clients who are uncertain of exactly what they want.
6. **Bonus to onus:** "People were willing to pay 35% less for the pearl bracelet when they saw it bundled with the target product." Ensure that client see the true value of a bonus offer.
7. **Have a compromise option:** Clients considering a set of choices favor the 'compromise choice' – what falls between what they need at a minimum and what they could possibly spend at a maximum.
8. **Fear plus a plan:** Fear creates inaction. While fear coupled with a clear, straightforward plan motivates people to act.
9. **Reciprocity:** People who received a small, unsolicited gift from a stranger (a Coke), purchased twice as many raffle tickets as those who received no gift. Ask, "Whom can I help?"
10. **Personal touch:** 75% of people who received a survey with a sticky note request filled it out and returned it; 48% did so where a note was handwritten on survey; and 36% did so where survey was delivered alone.
11. **Extra Attention:** Compared to no candy given at a restaurant, tips increased with: one candy by 3.3%; two by 14.1%; one each, a fake leave, and then a second by 23%. Unexpected, personalized gifts are powerful for the receiver.
12. **No strings attached:** Guests who saw that hotels had donated to a cause based on hopes that guest would reuse towel were 45% more likely to reuse than if donation was as a condition of reuse.
13. **Aging favors:** We tend toward positive self-image, thus, the value of favors tends to become diminished for receiver and enlarged for giver.
14. **Prep a leap with a step:** After taking a small step, people desire to commit and be consistent about taking a larger step.
15. **Labeling technique:** Potential voters who were told that they were good citizens for voting as opposed to average were 15% more likely to vote. Assign a label to guide the answer to a request.
16. **Predictions:** Voters who were asked to predict if they would vote were 25% more likely to vote than those not asked.
17. **Active Commitments:** Taking an action (like filling out a form or writing down a goal) secures more commitment.
18. **Consistency:** As we age, we tend to strive toward consistency. Gradually guide people by challenging them to be consistent in considering new evidence and information.
19. **Ask for a favor:** When you ask a favor from someone with whom you do not get along, a warmer connection is made.
20. **Asking for a little:** "Donation? Even a penny will help." Adding the second sentence, people are 22% more likely to donate.
21. **Bidding:** Starting with a lower price encourages bidding.
22. **Avoid being a show-off:** Have someone else introduce you. Even paying them to introduce you is not viewed negatively.
23. **Down-side to being a genius:** Depending on others allows you to build relationships, diversity, and parallel processes. Spark associations. Enhance collaboration and influence.
24. **Persuasion:** Allow yourself to be persuaded by others. Encourage dissent.
25. **Turn weakness to strength:** People exercise better judgment when training is largely devoted to how to avoid previous errors.
26. **From weak to strong:** By commenting on your weakness you can build your reputation for trustworthiness and honesty.
27. **Faults that unlock vaults:** If you want to gain a reputation for competence then your fault must be paired with something positive.
28. **Take responsibility:** Companies that blame themselves for a mistake are viewed more positively and as having greater control to make changes.
29. **Similarity:** Participants were twice as likely to fill out a survey sent from someone with a similar name. We feel especially positive toward subtle things we associate with ourselves.
30. **Name association:** People are attracted to jobs, towns, lovers, friends, inter alia, if they can be associated to their own name.
31. **Mirroring:** Parties who mirrored each other verbally and physically in negotiation settled 67% of the time (12% for those who did not). Mirroring a person can make you more likeable and make the interaction smoother.
32. **Smile:** Authentic smiles are more satisfying to clients. So search others for their virtues and smile in recognition of that.
33. **Scarcity:** Showing clients some genuinely rare and unique about your service makes them want it more.
34. **Unavailability:** People preferred the NEW Coke when it was unavailable. When Coke made the change, however, people wanted the OLD Coke back.
35. **Using the word 'Because':** "May I use the Xerox, 'because' I am in a hurry." (35% more say yes if 'because'). Larger requests require a better reason.
36. **Stick to the easy reasons:** Asking a client to generate reasons to choose your service should be easy (i.e. ask for 1-3 reasons, not 10).
37. **Simplicity:** Simple names, handwriting, words, inter alia, are more persuasive.
38. **Rhymes:** Rhymes are more persuasive.
39. **Relative judgments:** Prior experience colors our perception. A short description followed by a large description is most persuasive.

40. **Head start loyalty:** A card with eight stamps required for a free car wash with no stamps to start was 19% persuasive while a ten slot card with a two stamp head start was 35% persuasive.
41. **Unexpected, Descriptive or ambiguous names:** Names can get attention by acting as sort of puzzles which people get curious to solve.
42. **Memory aides:** Assure that clients remember you by including a memory aid.
43. **Seeing ourselves makes us socially responsible:** Kids took extra candy on Halloween 33% of the time when the greeter was gone but when a mirror was placed so they had to see themselves they took extra only 9% of the time.
44. **Emotion in negotiation:** Sad buyers are willing to buy at 30% great price and sad sellers are willing to sell at 33% lower price. Also, emotions make us less aware of number amounts and more focused on simple presence or absence.
45. **Lack of sleep makes us gullible:** When we are tired we more often fail to muster the mental effort required to recognize and reject a false statements.
46. **Caffeine:** Caffeine makes us alert and responsive to a good argument. Make genuine, thoughtful, and reasoned arguments after serving coffee.
47. **Real time communication:** Where ambiguity exists, voice inflection and physical gestures act as important indicators of true meaning.
48. **The culture can change the approach:** In Individualist cultures the focus is on service to the client, while collectivist cultures focus on the client's family.
49. **Culture II:** Commitment is a strong factor in individualist culture but is outweighed by social proof (following what one's group has done previously) in collectivist cultures.
50. **Leaving messages:** We talk on the phone to gain information and to form relationships. In collectivist cultures people have difficulty making a complex request on a voice mail (people hang up 85% of the time). Where as in individualist cultures people can cut to the point (hang up 50% of the time).