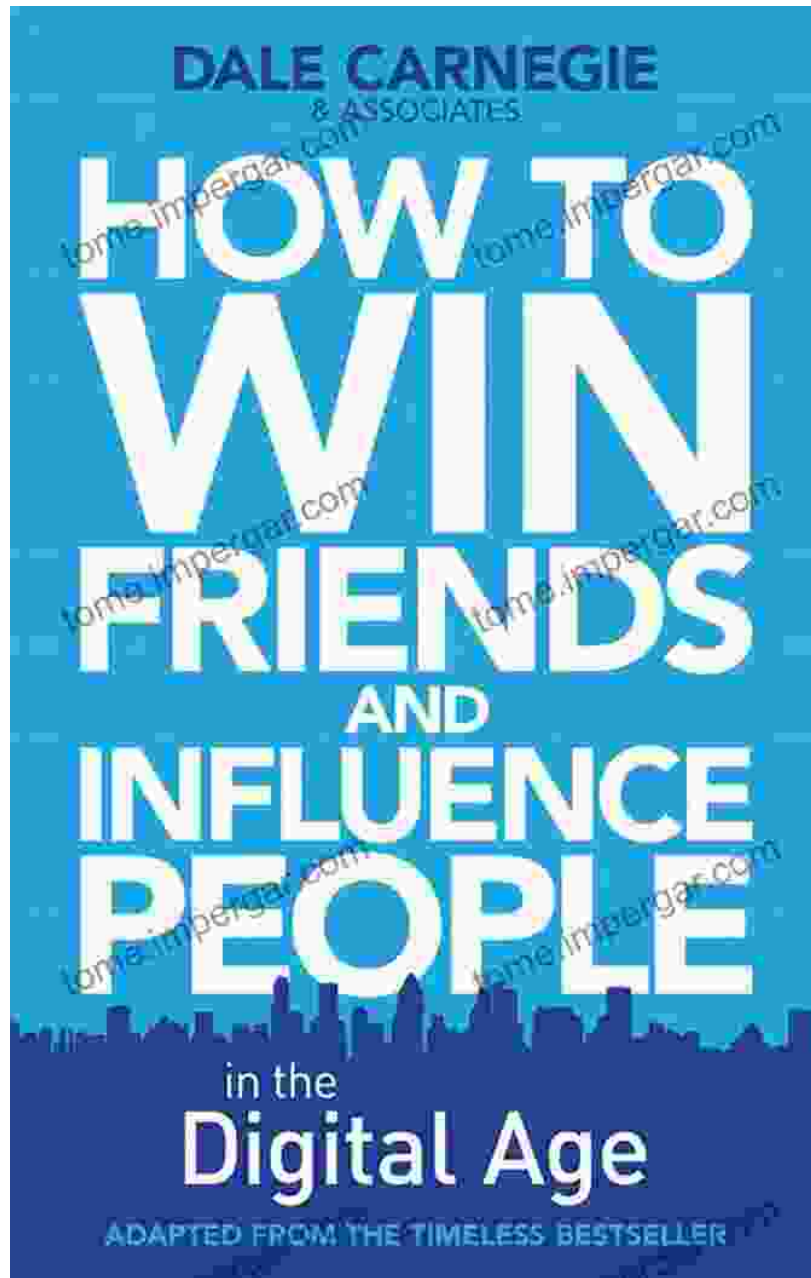
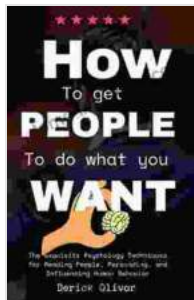


How to Get People to Do What You Want: Master the Art of Persuasion



Have you ever wondered why some people seem to have a natural ability to persuade others to do what they want? It's not just a matter of chance or luck—it's a skill that can be learned and mastered. In the groundbreaking

book 'How to Get People to Do What You Want,' renowned persuasion expert Dr. Robert Cialdini reveals the secrets of effective persuasion and teaches you how to harness their power to achieve your goals.



HOW TO GET PEOPLE TO DO WHAT YOU WANT: The exquisite Psychology Techniques for Reading People, Persuading, and Influencing Human Behavior

by Betty Jean Lifton

★★★★☆ 4.6 out of 5

Language : English
File size : 304 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 61 pages
Lending : Enabled



The Six Principles of Persuasion

Dr. Cialdini's research has identified six key principles that govern the way people are influenced: reciprocity, scarcity, authority, liking, social proof, and unity. By understanding these principles, you can effectively build rapport, influence others, and get people to do what you want.

1. Reciprocity

The principle of reciprocity states that people are more likely to do something for you if you have done something for them. This is because people feel obligated to return favors and repay debts. You can use this

principle to persuade others by offering them a small favor or gift before asking for something in return.

2. Scarcity

The principle of scarcity states that people value things more when they are scarce or limited in availability. This is because scarcity creates a sense of urgency and makes people more likely to act. You can use this principle to persuade others by highlighting the limited availability of a product or service or by creating a sense of competition.

3. Authority

The principle of authority states that people are more likely to follow the advice of an expert or someone who they perceive as having knowledge or experience. This is because people naturally defer to authority figures and assume that they know what is best. You can use this principle to persuade others by citing credible sources or by presenting yourself as an expert in your field.

4. Liking

The principle of liking states that people are more likely to do something for someone they like. This is because people are naturally drawn to those they find likeable and trustworthy. You can use this principle to persuade others by building rapport with them and establishing a genuine connection.

5. Social Proof

The principle of social proof states that people are more likely to do something if they see others doing it. This is because people naturally conform to the behavior of others and assume that it must be the right thing to do.

You can use this principle to persuade others by highlighting the fact that many other people have already taken a certain action or by providing positive testimonials.

6. Unity

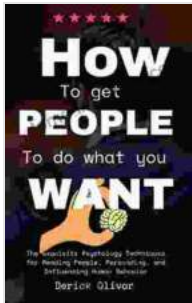
The principle of unity states that people are more likely to do something if they feel like they are part of a group or community. This is because people naturally want to belong and feel connected to others. You can use this principle to persuade others by creating a sense of shared identity and purpose and by highlighting the benefits of working together.

How to Apply the Principles of Persuasion

Once you understand the six principles of persuasion, you can start applying them in your own life to achieve your goals. Here are a few tips for using the principles effectively:

- **Be genuine.** People can tell when you are being fake or manipulative, so it is important to be genuine and authentic in your interactions with others.
- **Build rapport.** Take the time to build rapport with others before asking for anything. This will help you establish trust and make people more likely to want to help you.
- **Use the principles in combination.** The six principles of persuasion are most effective when used in combination. For example, you can use the principle of reciprocity to get someone to do something for you, and then use the principle of liking to solidify the relationship and make them more likely to continue helping you in the future.

'How to Get People to Do What You Want' is an indispensable guide to the art of persuasion. By understanding the six principles of persuasion and learning how to apply them effectively, you can achieve your goals, build rapport, and make a lasting impact on others. Free Download your copy today and unlock the power of persuasion!

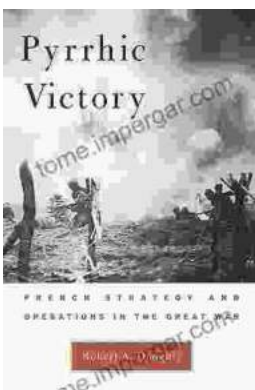


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