

Persuasion underlies all great outcomes, business deals, romance, job negotiations. Everyone has to believe they're acting in their best interests. You can use these persuasion principles to increase your odds of success.

What's a persuasion principle? Life is complex. Humans have evolved to use cues to simplify decisions. Tap into these and you'll be more successful. Here are the 7 principles of persuasion:

1. Reciprocation

- a. Give value first and you're more likely to receive value back.
- b. Offering value without expectation can lead to great relationships.
- c. Reciprocation is also powerful for negotiating and building trust.

2. Liking

- a. People do business with people they like.
- b. If people like you, they're inclined to hire you or recommend you to a friend.
- c. I love helping people I like, and I bet you do too.

3. Social proof

- a. This isn't just about five star reviews and testimonials.
- b. Your reputation is social proof writ large.
- c. A great reputation precedes you and influences how people treat you.

4. Deference to Authority

- a. Humans naturally defer to authority figures.
- b. We trust their judgment and follow their guidance.
- c. If you're perceived as an authority in your field, your word carries extra weight.

5. Scarcity

- a. A powerful tactic during any competitive process:
 - i. Having competing offers will make employers fight for you.
 - ii. Having multiple potential acquirers will increase bids.
 - iii. No one wants to lose a candidate or deal.

6. Commitment & Consistency

- a. People are more likely to behave a certain way if it's consistent with something they've previously expressed.
- b. This can be powerful for non-profit fundraising:
 - i. Ex: people who publicly support environmental causes are more likely to donate.

7. Unity

- a. People are more likely to say yes to someone they consider part of their tribe.
- b. People want people like them to succeed.
 - i. Example: I've gotten life changing help from strangers through my alumni association.
- c. Find your tribes and help them.
- d. Ask your tribes for help.

Persuasion summary

1. Reciprocation: give value before receiving.
2. Liking: we do business with those we like.
3. Social proof: reputation is invaluable.
4. Become an authority.
5. Build scarcity to increase value.
6. People want to behave consistently.
7. Unity: "we" is the shared "me."

How useful are these principles? Charlie Munger sent Berkshire Hathaway stock to the author of these principles as a thank you. Today that stock would be worth \$432,902.

That author is Robert Cialdini, author of Influence.

Try them in your own life today.