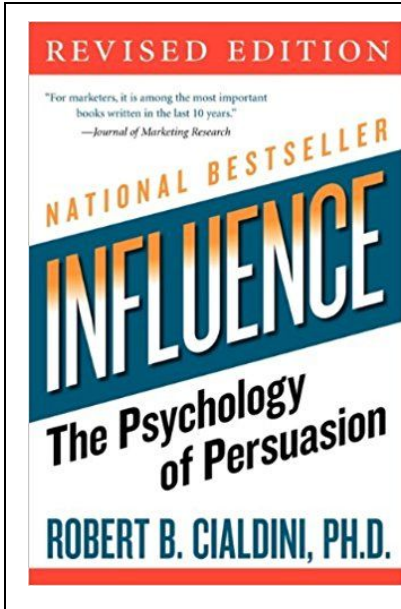


Favorite Quote:

“Since 95 percent of the people are imitators and only 5 percent initiators, people are persuaded more by the actions of others than by any proof we can offer.”



Summary: this book is about one thing—why people say yes. Described as one of “the most important books written in the last 10 years” by the Journal of Marketing Research, *Influence* explores the six universal principles of persuasion and how to apply them:

1. **Reciprocation:** the interpersonal dynamics of give and take.
2. **Commitment & Consistency:** mental inertia and justification.
3. **Liking:** behavior influenced by a friendly, personal affinity.
4. **Authority:** deep-seated sense of obedience to authority & experts.
5. **Social Proof:** what other people think and do is correct.
6. **Scarcity:** the more rare something is, the more we want it.

The underlying psychology of persuasion is fascinating in its own right, and the six principles offer us tangible examples of how we can take action in our personal and professional lives.

As you're reading, try to think of a few ways you might put one of these principles into action!

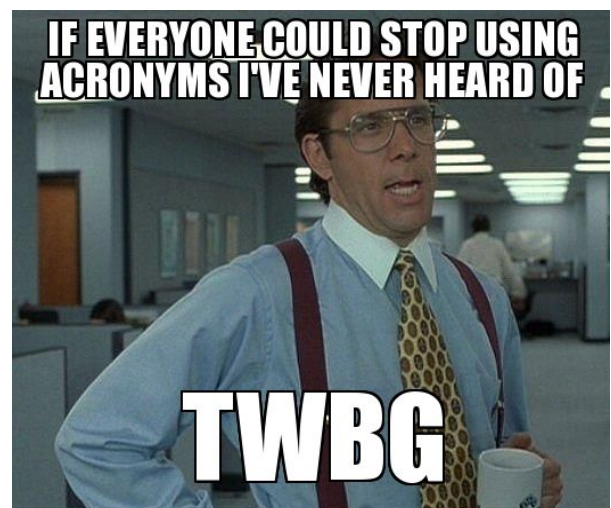
Most people don't read as much as they say they do, and those that *do* read often have trouble retaining the information. We've all been there: We hear about a good book, we read a book, we experience moments of enlightenment and inspiration. . . and then a few weeks later it's hard to recall what the book was even about.

So let's first start by pre-empting our future self who doesn't retain much of what we read by using an acronym:

The **Six Principles of Persuasion** form the acronym **RCLASS** which might make remembering them a bit easier for us:

- **R** - Reciprocation
- **C** - Commitment & Consistency
- **L** - Liking
- **A** - Authority
- **S** - Social Proof
- **S** - Scarcity

So there you have it: **RCLASS**, e.g. 'R' you ready for CLASS? 'R' you CLASSy and persuasive? Okay, we're done here.



The Six Principles

1. Reciprocation



Concept: the interpersonal dynamics of give and take. The more we *give* to people, the more likely they will be to *give back* to you, i.e. reciprocate.

Strategy: increase the # of value-adding touch points you create (ideally in a scalable way) for the people you most want to engage. Always be thinking, “value, value, value. What can I offer of value for this person?”

Tactics:

- Meeting someone for coffee? Print out an interesting article for them.
- Since time is much more scarce than content these days, summarize an industry report and share it with the person of interest.
- [Create Google Alerts](#) for people you want to engage and notify them of relevant press.
- Instead of reaching out cold (or warm) on LinkedIn, why don't you offer them someone of value before asking them to do [what you want]?
- “If you can't code, write books and blogs, record videos and podcasts.” - Naval Ravikant, [How to Get Rich](#) tweet series, 5/31/18

2. Commitment & Consistency



Concept: mental inertia and justification. Commitments we make illicit a desire to follow through. Consistent behavior is a valued trait in our culture. It portrays a sense of honesty, stability, and logic. Together, the C&C principle is a powerful influence on behavior.

Strategy: getting small commitments leads to larger commitments. Once a person has committed to do something for you, he or she will have a higher likelihood to follow through to achieve consistency in their behavior.

Tactics:

- Engage your best customers to go on the record and support your enterprise. Doing so will deepen their commitment to you.
- “Ask and you shall receive.”
- Leverage [promoters](#) of your brand for introductions and referrals. If they gave you a 9 or 10 on the “How likely are you to recommend [your company]” question, they will desire to be consistent with their feedback.
- Once people realize they have a need, they will endeavor to have their need met. Therefore, aim to figure out what keeps them up at night. Pain points & needs come first. Solutions come later.

3. Liking

Concept: behavior influenced by a friendly, personal affinity. People are

voted Most Likeable



more likely to do business with people they know and like. Pretty obvious, but nevertheless valuable for how you approach people you don't know.

Strategy: likeable people often have the following traits: authentic, active listeners, helpful sharing of knowledge, politeness, humor, and humility. If become and behave more likeable, you are more likely to persuade them.

Tactics:

- Embrace empathy: the more you learn about a person, the more you can understand and help them. This includes setbacks or tragedies in which you can differentiate yourself and your company by simply being there for them.
- Sending a small note and/or gift goes a long way to showing that you care. With Amazon at your fingertips this is even easier.
 - *Related to this, a friend and DBT reader recently sent me a note + a book and it was one of the most thoughtful gestures I've received in a long time.*
- Ask for referrals: people who like and trust you will often be willing to let you borrow that trust in the form of referrals. Many people don't ask and are limiting their influence.

4. Authority



Concept: we follow experts & authority with a deep sense of obedience.

Strategy: by establishing your brand as an "authority" you can increase your influence. By increasing your Twitter followers, industry accolades, professional accreditations, or even attire, you will increase your ability to persuade and influence people.

Tactics:

- Sadly, many "white papers" have devolved into marketing dreck, but the fact remains: peer-reviewed, 3rd party published content evokes the highest sense of authority for non-famous experts.
- Wear a labcoat & reading glasses to your next meeting. Clipboard, ftw.
- If you work in healthcare, doctors enjoy near unrivaled degrees of authority and get paid millions to advocate for certain things.
- Consider hiring a brand spokesperson who is an expert in your field.
- Create a [Customer Advisory Council](#) to have your expert customers (in their respective function) talk to prospects over dinner.
- Start speaking at events. If you're starting small, join a [Meetup](#).

5. Social Proof

Concept: humans trust what other humans do. Therefore, we falsely correlate popularity with quality.



Strategy: increase your brands social proof by showcasing marketing logos, customer testimonials, and favorable press mentions.

Tactics:

- Incorporate more customer logos into your presentations
- Name drop in a non-annoying way.
- Ask customers for testimonials on why they value your company.
 - Share the testimonial with others with permission.
- Let your customers do the talking! e.g. public NPS feedback, Twitter reviews, Yelp reviews, Reddit comments, [TrustRadius](#), [G2 Crowd](#)
- All sorts of [social media marketing](#) tactics

6. Scarcity



Concept: the more rare something is perceived to be, the more we want it. “The rule of the few,” is this chapter’s subtitle.

Strategy: the more scarce and exclusive something is perceived to be, the more likely humans will want it. Increase your influence by emphasizing the scarce/exclusive aspects of your offering, if applicable.

Tactics:

- If you’re working at a startup, spin your finite human resources into a compelling event, e.g.
 - *“In order to maintain our quality standards given our recent growth, we only have capacity to pilot/onboard 2 additional clients next month. Would you like to schedule a start date?”*
- Venture capitalists don’t like to be excluded from deals. This can create a helpful dynamic for founders who are fundraising.
- If you’re an artist, consider intentionally limiting your supply and selling fixed quantities of your artwork / collections.
- If your companies offers “free” stuff—onboardings, strategy consultations, trainings, etc.—consumers may perceive it to be in great supply and therefore *not* scarce.