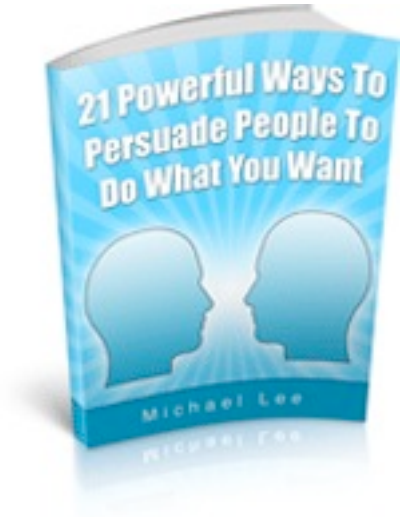

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21 Powerful Ways To Persuade People To Do What You Want

By Michael Lee, Author of **How To Be An Expert Persuader**

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How to Deal with Annoying People

How To Persuade Anyone By Asking for More

By Michael Lee, Author of **How To Be An Expert Persuader**

Is there a proven persuasion techniques to get someone to do what you want, even if you have that feeling that you're asking too much? Fortunately, there is.

It's called "asking for more." Ironic as it may sound, this is one of the most potent persuasion tactics you may use.

Here's how it works. Let's say you want your friend to donate $10 to a charitable cause you're involved with. For him, $10 might already be a big amount. Instead of asking for less, you asked him for $25 because you imply that's what most people are giving. If he doesn't want to give you the $25, tell him, "In that case, we'll just have to be contented with $10." He'll feel so relieved to save $15 and will gladly give the $10 to you.

You won't believe how often kids apply this technique. They simply want to go to a movie, but they ask their parents to take them to expensive vacation spots. When their parents say that such trips are too expensive, their children would ask, "Could we just go to a movie then?" The kids get what they want, while the parents feel that the pressure has been taken off them.

The power of this persuasion method comes from the feeling of obligation to reciprocate the concession you initially gave.

People will be more receptive to grant your true (and smaller) request after they declined the first (and bigger) one. They will feel embarrassed to turn down the second favor, especially if it's much easier to comply than the first request.

The second request gives them the freedom of choice. It's like they're given an escape route. They will feel like a special favor has been given to them because they're given room to negotiate and reject the first offer.

Using this powerful persuasion technique, they will feel a sense of contentment and at the same time, a sense of responsibility to fulfill the secondary (and even other future) requests.

Remember that people feel a sense of guilt if they refuse your request. If your second favor is something they can afford to do, then they'll grab the opportunity to make it up to you.

The great thing about this is that they might even give you the larger request. This is one of the most effective persuasion techniques because you give them the chance to negotiate, and at the same time you make them feel that they got the better end of the deal because you "gave in".

How to Use Persuasion to Sell Anything

By Michael Lee, Author of **How To Be An Expert Persuader**

In this article, I'm going to reveal proven persuasion techniques that you can use when you feel that the other party might not agree or comply with your request. One of the best uses of these methods is in selling.

An essential advice in selling is to give people what they want or a solution to their problem. How can you determine people's likes or problems? The answer: Watch out for words that reveal them, such as "want", "wish", "like", "need", "help", "hope", "hate", "dislike", "problem", confused", etc.

Examples:

"I need to manage my time better." (You could recommend a time management book or course on the internet and get commission as an affiliate.) "I want to solve this problem with my wife." (You could find a relationships coach and get a percentage of the profits.)

Now this isn't taking advantage of other people's problems. This is a win-win situation because you get to help them but at the same time make money.

If you still can't find out their problems, passions or wishes, you may ask questions such as:

"What do you want most out of life?"
"What types of situations do you treat as problems?"
"What do you wish to accomplish in the next few months?"
"Is there anything I can do to help you get what you want?"

Make sure you're not offending anyone. Since you don't know if a certain subject might offend the other party, it helps to ask questions like "What do you think about...?" or "What's your opinion on...?"

Now once you know more about their desires or problems, you can use a persuasion technique named "consistency recall" to get them to accept your suggestion.

People want to be consistent with their statements. If they act in a way that is incompatible with what they said, they will feel uneasy and might even feel that they're not worthy to be trusted. Use this powerful method to your advantage.

You can say, "If I remember correctly, you shared with me and the group that you want to resolve a serious problem with your wife. I know someone who can finally solve your problem. Would you like to give it a try?"

It's tough to reject a proposal like this because non-acceptance would mean being inconsistent with their words.

Try to have other people listen along to your conversation with your "prospect." The more people who hears what he says, the more he will strive to be consistent with his words.

If you can, ask your "prospect" to write down what he says. You can do this in a "friendly" or "joking" manner; the result will remain the same.

By writing down and/or being aware that other people have heard their statements, they are more likely to yield to your suggestions.

Use these powerful persuasion tactics and you'll soon realize that there are much more opportunities to sell anything than you previously thought.

The Magic Button to Influence People and Yourself

By Michael Lee, Author of **How To Be An Expert Persuader**

Want to know a powerful covert influence tool that allows you to get anything you want - through your own acts or by subconsciously commanding others to render it to you?

It does not take a magician or hypnotist to do it. Even an ordinary individual has the capacity to achieve this covert influence technique through constant practice.

Imagine the power if you could just do a simple act and you'll instantly be able to change your mood or energy level. Just imagine the power of having others do whatever you want them to do without them being consciously aware of it.

When I mention the word oranges, your mind processes the image, your mouth may begin to water, and you may even remember the times when you and your special someone were enjoying and eating the oranges together.

Here's another example of this covert influence application.

Have you watched a movie that was so touching it made you cry? In one of the movie's most moving scenes, there was sad background music.

Two months later, you're listening to the radio. You heard the same sad song from that movie. You suddenly remembered the scene, the actors, the emotions, even the person seated next to you who was also crying two months ago. You felt the sensation all over again. You recollected the sentimental mood because of that same music. This covert influence tactic is known as anchoring.

What is an anchor? An anchor is a compelling and influential connection of something seen, heard, touched, smelled, or tasted with a specific memory or representation.

You associate something experienced in the past with a state correlating to the present.

How To Use An Anchor

Reflect on a time when you had a totally exciting, fun, or happy experience. Engage yourself thoroughly on that wonderful feeling. See, hear, taste, smell, and feel everything around you.

Then create an anchor. Clench your fist in excitement, listen to a lively song, squeeze your thumb and middle finger together, or just do anything you can think of, as long as it's something that creates intensity within you when it brings you back to that moment. After about 1 to 3 minutes, let go of the anchor while still engrossed in that state. Wait for a few seconds, then break out of that state.

The more intense and passionate the experience, the better anchor you will create. If you're going to visualize and reminisce the times you went hiking in the mountains, enhance the sensations before assigning an anchor. Feel the refreshing atmosphere, see the lush green flora, smell the fresh mountain air, smell the barbecue, play with the

fireflies.
It would be so much better if you were actually hiking in the mountains. The actual experience is much more conducive to creating an anchor. Let's say the anchor you've created is a large snapshot of your entire team, with the invigorating view of the mountains as the background.

Then next time you feel blue or stressed out, just look at that picture and you'll feel calm and relaxed. It's as if you were brought back to the mountains. You'll feel stimulated and energized.

Covert Influence Application Of Anchors To People

Let's say whenever your friend pats you on the back, you whistle a happy tune. You did this every time. Next time when you want him to pat you on the back, all you've got to do is whistle that same happy tune. He won't even be aware that you've programmed him to do it every time he hears that tune.

This covert influence tactic takes a little more practice though; but once you've accomplished it, you're in big business. Be forewarned! Never intentionally apply anchors to manipulate other people. Create an anchor in low-risk situations. Put anchors to good use.

A manager of a company would always say in a loud enthusiastic voice "Fantastic Job!" to anyone who has performed beyond his expectations. Due to his encouragement, that manager's department is the most satisfied and motivated in the whole company.

Every time they hear the manager say "Fantastic Job!" to anyone in the office, they would remember the happy and fulfilled feeling when they were the ones being congratulated. That would then motivate the staff to do their very best.

Using anchors can be an extremely effective covert influence method. Use it wisely.

How to Use Hot Trends & Passions to Persuade People

By Michael Lee, Author of **How To Be An Expert Persuader**

It's easy to influence people if you know how to apply the psychology of persuasion. In this article, I'll show you some instant persuasion strategies to persuade prospects to become buyers - utilizing current trends and their passions.

Ready to use the power and psychology of persuasion to sell more products and get what you want from others? Read on...

Instant Persuasion Using Trends

If you can associate your product with the hottest trend, then you're bound to achieve great success.

When a well-known international Olympic event takes place, you will notice sponsors associating their product with the occasion. You'll see them paying handsomely to have the right to claim that their product is the "official shoes" or "official drink" of that Olympic event.

This psychology of persuasion is effective because of the law of association. You associate your product with something that's currently hot or in-demand.

You don't have to pay an expensive price to associate yourself with the trends though. You can simply put information about the trend in your sales message that associates it with the product. For example, you can say something like: "If Mr. ABC mentors you, you're on your way towards becoming the Harry Potter of life coaching."

Associate yourself, your company, your product or service with the current hottest trends. Some websites will notify you when new trends or stories emerge.

They include:

news.google.com
news.yahoo.com
msnbc.com
cnn.com
cnet.com

In order to save time, you may subscribe to their RSS feeds so you may be alerted automatically when buzz-worthy stories arrive.

Instant Persuasion Using Passions

Your friend loves magic, and you're selling a course about how to earn money on the internet. You can incorporate the 2 themes together so your material can be associated with their passion. You can say something like "This Houdini internet marketing course

allows you to magically escape the rat race by teaching you step-by-step how to earn big profits online at the shortest time."

Again, this persuasion technique associates your product with your prospect's passion. It's important to build rapport with him first, and of course, know his values so you'll have a clue on what his passions are.

To know his values, you can ask questions like:

"What's most important to you about (attending this event, buying this course, etc.)"

"What do you value in a (business, car, etc.)?"

Now that you know how to apply the psychology of persuasion using trends and passions, how will you use this knowledge to succeed in your ventures? Here's a tool you can use to predict the potential popularity and origin of a trend: **http://www.google.com/trends**

Covert Persuasion Using the Law of Expectation

By Michael Lee, Author of **How To Be An Expert Persuader**

In this eye-opening article, I'll reveal some astonishing persuasion techniques to help you persuade and influence people to do what you want.

Ever heard of the expression "You get what you expect?" It's a fact supported by a persuasion law known as expectation, and written below are 4 covert persuasion techniques utilizing this principle.

 # 1 - Use Parkinson's Law

Want to know how to use expectation to persuade others to accomplish tasks 2 times, 3 times, or even many times faster? If the task requires 3 months to finish, tell them it has to be done within 3 weeks. The magic in this is that the work will be completed in a span of time based on a person's expectation of how much time is required to do it. Parkinson's Law states "work expands so as to fill the time available for its completion."

If they cannot absolutely do it in that span of time, use another subliminal persuasion technique - the principle of comparison. Tell them that if they can produce excellent results, they will be given, let's say, a 2-week extension. They will compare the 2 time frames and may even thank you for giving them enough time! You gave them the impression that they are given a lot of time (because you've added 2 weeks to the original 3-week deadline), even when the task can take up to 3 months to finish.

 # 2 - Be Specific.

Another great tip to maximize the power of expectation is to be as specific as possible. If you can say, "I know you're a fast writer who can turn out at least 7 quality articles within 5 hours" instead of "I know you to be a fast and efficient writer," then the results will be better and more accurate.

 # 3 - Find Similarities and Point That Out.

To successfully influence people, find any point of similarity between you and the person you're persuading.

For example, both of you are members of a reputable association. You can say something like, "As a fellow member of 'Justice for All Inc.,' I know you want justice to be served at all times. I respect you and regard you as one of my heroes. I'm sure many people treat you the same. Just want to thank you in advance for continuing the fight to give justice to Mr. Jones."

 # 4 - Expect To Be Expected.

Keep in mind also that people base their expectations on various aspects such as your physical qualities, your surroundings, etc. Everyone will expect a neatly dressed and well-groomed person to be wealthy and successful; that's why it pays to look good when you're persuading others. If you wear dirty clothes and have unkempt hair, you'll be treated as someone who has bad manners, and they won't expect good outcome from you. The

same goes if you have an orderly and tidy home. People will expect you to be an organized person.

These 4 persuasion methods can be applied in almost any situation. Just remember to communicate your expectation well and you'll see great results.

The Remarkable Law of Expectation

By Michael Lee, Author of **How To Be An Expert Persuader**

This article reveals a powerful law in the realm of persuasion and influence - the law of expectation.

When you expect someone to do what you want, and that person treats you with respect or admires/looks up to you, you have already increased your chances of success higher. The magic word here is "expect". You expect your child to get high grades in school and he will get high grades. You tell your son that he's a bright student, you really expect that to happen, and your son will meet or exceed your expectations.

Why is this persuasion and influence principle so effective?

We aim to meet, if not exceed, others' expectations of us, especially if we stand to gain benefits like getting rewards, earning trust, or being regarded highly.

There have been cases where the law of expectation has produced miraculous results. Take the case of some cancer patients who were given placebo pills. These are just plain pills that have no healing capabilities. So how did they get well?

They were told that these pills contain tremendous amounts of cancer-busting ingredients that can effectively heal their sickness quickly. They believed and "expected" to be cured, and so that's what happened. The power of the subconscious mind is truly extraordinary. They say that people act or behave according to how you treat them. When we assign a person certain positive qualities or attributes, that person will allow us to believe that what we said is true.

So if you treat, let's say, an average student as a genius, and tell him that his performance exhibits that of a highly intellectual person, he will allow us to believe it and indeed become a very smart person. Try it; you'll be tremendously surprised.

If you're a parent, assign positive qualities to your children, even if they don't have those qualities yet. Tell them they're smart, and they will indeed become smart. That's the power of persuasion and influence.

We can use this to our advantage by adding certain words such as "You probably already know" or "You probably realize" in our statements. This is powerful because you are assuming yet unconsciously suggesting at the same time.

Example:

"You probably already know that this is the best deal you can ever find."

Some people assume that they are being perceived in a particular way, and they will act according to their own perceptions.

An employee, who assumes that his co-workers perceive him as incompetent, will

probably be unable to fulfill his job well. On the contrary, if that employee thinks that others are praising him for his good work, he will probably produce good results with his job.

This persuasion and influence phenomenon has a lot to do with their beliefs. What you believe will happen, can actually manifest into reality.

Covert Persuasion Techniques - 5 Sales-Boosting Persuasion Tips

By Michael Lee, Author of **How To Be An Expert Persuader**

It's not easy to sell. You can't survive by just being intelligent; you also have to be armed with a pack-load of charm and wit. You also have an enormous edge if you know and use covert persuasion techniques.

If you wish to be a successful businessman or salesperson, you can learn some simple yet effective covert persuasion techniques to boost your sales by reading this article.

Technique #1: Know Your Product

It is useless to be all ready and dressed up if you don't know anything about the product that you are selling. Although people are attracted to businessmen who "look" like they know a lot about the product that they are selling, the magic dies out immediately once potential customers can detect that the businessman is just bluffing and does not actually know anything about the product that he is trying to sell! Study your product and gain as much information as you can about it so that you will be able to persuade potential customers more effectively.

Technique #2: Practice Your Sales Pitch

Do not confuse practicing your sales pitch with memorizing your sales pitch. Practicing and memorizing are two entirely different things. Practicing your sales pitch is more effective since you will be more fluent in talking to your customers about the product that you are selling. It is not advisable to memorize your sales pitch because one mistake could lead to your downfall.

Technique #3: Be Smooth And Suave

You may be faced with very fussy or annoying customers and you should be ready for those kinds of situations. Learn to work well under pressure because your ability and skills as a businessman will truly be tested when you can successfully convince customers to buy your products even when you are already under pressure.

Just stay cool, calm and collected in answering or demonstrating to your potential customers and sooner or later, you will have them wrapped around your little finger.

Technique #4: Be Honest

It is much easier to convince a person about something that you know is true rather than convince them about something that is bogus. Do not oversell your product because if your products fail or cannot live up to the promises that you gave your customers, it will just boomerang to you and you will end up having a bad reputation in the sales industry.

Technique #5: Maintain Eye Contact

Learn the art of looking into someone's eyes. Looking straight into the customer's eyes has a very powerful effect in their decision as to whether they would buy your product or not. However, you should keep the eye contact to a moderate intensity or else you might be misinterpreted or you might get in trouble for doing so.

Don't underestimate the power of these covert persuasion techniques. They may be simple, yet they have been proven to work time and time again.

Power Persuasion Technique - Using the Persuasion Principle of Association

By Michael Lee, Author of **How To Be An Expert Persuader**

In this article, you will discover a remarkable way to persuade and influence people. I'll reveal a power persuasion technique to help you make more sales and succeed in life, and that is by using the principle of association.

You have probably heard of Ivan Pavlov's experiment where he rings a bell every time he feeds his dog. Now after some time, the dog would salivate every time it hears the bell ring, even if there was no food.

Salespeople also apply this power persuasion technique today. They would often treat potential clients out for a great lunch. Although these salespeople will shed out a little money for the meal, it's nothing compared to the big profits they'll be getting once they get what they want from their prospects. They know that the satisfying emotions accompanied with eating the food will be associated with the business discussion they are engaged in during the meal.

Even if the linking factor between two aspects were only remotely related, people would go all out to support or defend that which they are associated with (even in the most minor ways). Are you starting to realize the potential of this power persuasion technique?

Why would a hometown crowd cheer for their average basketball team who is fighting against the country's favorite team? That's because they are associated with the team in terms of hometown. If the hometown team wins, they will also share that feeling and may even say something like, "Our team won!" If their team loses, they would probably say something like, "They've lost the game." They separate themselves and avoid being associated with the losing team.

By being related (even in the most minor way) to the greatness of an object or event, the ego and reputation are built up.

It might not be too surprising to know that the more insecure a person is, the more he strives to be associated with external factors. Those who know deep inside that they have achieved great things and don't need to prove their worth any further, are the ones who are not much concerned about associating with outside forces such as their school team who won the championship.

Other examples where this power persuasion technique is used:

1. Some companies donate to charities in order to be associated with being generous and sincere; some companies sponsor special events such as athletic contests to be associated with camaraderie, teamwork and the winning attitude.

2. There have been reports of weathermen being blamed, threatened, or even hurt because people associate them with the bad weather they've reported, even if these poor weathermen have absolutely no control of nature.

3. Cigarette commercials use young, energetic, and healthy-looking individuals so viewers would associate the cigarettes with them, despite the dangerous effects of cigarettes.

There's no doubt this power persuasion technique can help you succeed in your relationships, business or career. Now go out and use it ethically.

The Powerful Law of Association

By Michael Lee, Author of **How To Be An Expert Persuader**

Wonder why many big companies choose famous TV stars to appear in their commercials and not normal people? It's because those stars are famous. They represent wealth, reputation, skills, or popularity. When they endorse a product, you associate that star with the product. Hence, if you like the actor, you will get to like the product. And if you use the product, you tend to feel like the endorser too. This is what we refer to in the field of persuasion and influence as the law of association.

Big companies pay professional athletes large sums of money to wear certain shoes or clothes, endorse their perfumes, drive a specific car, or even eat certain foods. You might be wondering why these athletes are even asked to endorse products that are not related to them or their craft. Persuasion and influence is at work here. As long as the association is positive, it is not necessary that the correlation between the sports star and the product be directly related.

Certain people choose their friends very carefully because the behavior or actions of the people they hang out with can very much reflect on them. If you have a friend who later became a criminal, you had better watch your back because those who want to avenge may pour their bitter revenge on you, no matter how innocent you are! Be aware of this persuasion and influence principle before you associate to anyone or anything.

This is even more difficult if you have family members or relatives who portray negativities. Since we cannot choose them the same way we can select our friends, we are often strict in wanting our family members to conform to good moral values and ethics that reflect our own. Parents want their children to observe proper conduct because other people associate their children with their father and mother. When their kids win contests or exhibit great talents, their parents are always proud to associate with them and say, "That's my son (or daughter)."

That's the power of association at work, and it's not limited to people. In fact, you can associate the quality of a person, place, thing, event or anything you can think of, with the subject of your persuasion and influence.

Just think about the clothes that people are wearing. What would you think of a person wearing a cross necklace? You would probably think he is religious. You might associate someone in military attire as disciplined and brave, while someone wearing shades as cool.

If you want to make them feel something they've experienced in the past, you may say something like, "Remember the last time we went nature-tripping? It was the most invigorating experience we've ever experienced, isn't it? We're going to experience it again in the trip we're going."

The purpose is to alter the mindset and emotion of the person you're persuading by using the right key of association. You want them to associate you or your product with positive

emotions, ideas or factors. The power of persuasion and influence is fascinating, isn't it?

The Storytelling Persuasion Tactic

By Michael Lee, Author of **How To Be An Expert Persuader**

"Want to hear a story?" Oftentimes when you hear this question, you suddenly pay attention to the person who is going to tell the story. Everybody loves stories! For this reason, storytelling has become one of the most powerful covert persuasion techniques to influence people. Salespersons and marketers now use storytelling because this covert persuasion technique helps them sell under the prospects' radar.

When you tell a story, you lower their resistance, make complicated things easier to understand, and perk up their emotions. You get them to escape temporarily from the real world and enter another dimension. When they're in storyland, their minds are more open to accept concepts and ideas that they have previously denied.

Many websites employ stories instead of directly selling their products or services. You've probably seen their rags-to-riches to stories. They tell the readers how they started out broke, homeless and depressed. Then they did everything to overcome the odds and finally discovered a secret formula that has enabled them to achieve all their dreams in life. Now, they're ready to share the secrets with you.

Isn't this covert persuasion technique better than directly telling your prospects to buy your products or services? Absolutely! Storytelling can touch hearts, change moods and alter emotions. The readers will feel as if they're involved in the story, and they would like to attain the same happy ending as that in the story.

To maximize this amazing covert persuasion technique, engage as much of their senses as possible. Let them see, hear, smell, taste, and feel the various aspects of your story.

Storytelling can be applied to almost any situation, not just in selling. For example, you have a partner who drinks alcohol excessively. You can tell your partner about someone you've just met who has an alcohol-addicted husband. Tell a story of how that husband has ruined his family's relationships and finances because his bad habit has affected his way of thinking. Your partner would associate that story to his own drinking habit. Now wouldn't this a better alternative than just telling your partner to "stop drinking because it's bad"? You bet!

Storytelling is one of the most effective covert persuasion techniques if you know how to apply it properly. To become a great storyteller, consistently read best-selling novels and storybooks. Practice often and you'll soon be covertly persuading others to do what you want them to do.

Effective Persuasion Techniques for Salespeople

By Michael Lee, Author of **How To Be An Expert Persuader**

How many times have you wished for an ancient lamp containing a magical genie to give you powerful persuasion techniques to help you in the distinctive and diverse methods of selling?

If you often find yourself with cold, clammy hands and chattering teeth before spewing your adequately prepared spiel, then chances are, you won't get very far with your prospective client. Why?

Because if you yourself aren't projecting wholehearted conviction with the quality of the product you are endorsing, then why should others believe you? It may seem like a no-brainer, but this is the main reason why many salespeople perform badly, to the detriment of their company's annual output.

So if you want to be an exceptional person in the sales department with a big paycheck and commissions to boot, here are 3 tried and tested persuasion techniques sure to launch you into stratospheric heights.

1. Be understanding. Yes, this is easier said than done but the whole point of understanding your customers would make life easier for both of you. How? It's quite simple actually!

When you immerse yourself in their world, you are given the rare opportunity to look at any given situation from their own point of view. Therefore, you should formulate questions geared towards knowing their likes and dislikes.

You should also try to figure out how they tick. Try putting yourself in their shoes and imagine how they would feel if somebody comes up to them to present Product X. What do you think will their outlook be? Knowing the answers to these million dollar questions will give you the chance to respond with fitting actions that would benefit their existence.

If you're understanding, it would also be much easier to establish trust and rapport with others. This is one of the most basic persuasion techniques.

2. Be Mr./Ms. Congeniality. True, this is not a beauty pageant. Nevertheless, an open and friendly atmosphere between you and your client can possibly lead to more dynamic and fruitful deals in the latter part. A sincere smile can help uplift their moods. A heartfelt compliment can boost their spirits. Though these may be considered little gestures, they count a lot.

Clients should be pampered and made to feel that a helping hand is just nearby. Go the extra mile by not only delivering according to their expectations, but by exceeding them. In fact, a caring environment will make them more amenable to your suggestions.

3. Show convincing evidence. It is not enough to be nice and friendly to clinch a deal. You also have to present how your idea or product is much better than the others in the market. Present compelling proof through the use of testimonials, like before/after ads or one-on-one comparisons. However, ensure that your claims are all truthful and confirmable.

With these effective persuasion techniques in mind, you are now ready to take on what the world has to offer. Good luck!

Persuasion Methods for Bigger Profits

By Michael Lee, Author of **How To Be An Expert Persuader**

Every single day, we are bombarded with various methods of persuasion. Food, beverage, clothing, toiletries, movie and computer companies are just some of the biggest spenders in the different permutations of mass media. It is not a big surprise then to see their well-oiled advertisements popping every few minutes or so in the television, the radio and the internet. Most magazine layouts are also dotted with their striking labels, influencing the consumers to grab their newest or recently improved products.

Since most consumers are blinded by instant gratification, they spend their money unnecessarily leading to revenues ranging from a few hundred thousands to millions of dollars for the companies. Amazing, right?

If you want to know how multinational firms do it, worry not because here are some surefire methods of persuasion that are sure to help you. Whether you are a struggling beginner or a savvy reinvention publicist, you are sure to benefit from these persuasion methods.

1. Generate a need. This is the cardinal method of persuasion. According to experts, if your great idea entails satisfying a previously unnoticed need, then you have a winner. Take the case of Bill Gates. Nobody before him had the brilliant idea of creating a usable computer operating system like the Microsoft. So, when he launched it, many people were in awe of the advantages. The result? Massive use worldwide and a tidy profit for the college dropout.

You don't have to look far for inspiration. A thorough evaluation of Maslow's Hierarchy of Needs will point you in the right direction. Be it physiological, safety and security, love and belongingness, self-esteem or self-actualization needs, you will surely strike something worthy.

2. Attend to the social needs. Let's admit it. Every person wants to be liked, acknowledged and respected. Man also has this inherent "herd mentality" which dictates him to look and act like everyone else.

This is reflected deeply during the school age years where peer pressure dictates everything and continues on well into adulthood. Bear in mind that trends are always good sources of income. Just make sure you're always updated by tuning in to reliable sources.

3. Play with words and images. Usually, a combination of words and images will entice customers towards your product. This is the reason behind claims such as new and improved, faster results, more efficient than the leading brand and so on. Get creative and spin your own catchy taglines.

With these effective methods of persuasion, you are on your way to personal and financial nirvana.

Methods of Persuasion You Can Easily Apply

By Michael Lee, Author of **How To Be An Expert Persuader**

Social psychologists have known long ago how powerful the methods of persuasion are. It is not only seen in different commercial advertisements, but it is also felt in the activities of daily life, albeit in a subtler manner. It doesn't come as a surprise that the most successful people know how to masterfully harness their persuasion skills. In this fast-paced environment where every survival instinct is polished, the methods of persuasion are the keys in thriving and zooming to the top.

Here are the tools of the trade that you can use to your full advantage.

1. Solutions. In whatever problem or need, there is always a solution. More often than not, persuasion skills are just finding the right match between the two.

If your potential client indicates that the service or product you are pitching is an effective answer to their woes, this is where you go for the jugular. Your idea should be presented in such a way that they will gain substantial benefits. It could be in the form of warranties, insurance, free online customer care, rebates, reimbursements or discounts.

After all, it is only understandable that they are very much concerned with their well being, especially if the proprietors started their company from scratch.

2. Be the expert. This seemingly plain method of persuasion has closed many deals. Patrons want to know what your product is about and how it can improve their quality of lives.

Consequently, it should be included in your obligations to study and research your products meticulously. This is the only way to honestly and effortlessly answer the questions that may arise in the course of the discussion with the client.

Be confident but refrain from being arrogant. There is only a thin line between the two so be conscious of how your client responds through his verbal and non-verbal feedbacks.

If he has an open posture, you may be making headway. However, if he crosses his arms in front of his chest, has clenched fists and a poker face, he may be telling you to back off.

3. Compromise. Hard as it is to believe, compromising is still a great method of persuasion. Sometimes, we need to meet the client halfway in order to show him to what extent we can be of help to him. This is especially true in clients who have been let down by other idea or service providers before.

If you are in the computer industry selling genuine spare parts and you encounter an ostensibly difficult client, come up with "test drives" promo or other noteworthy gimmicks to prove your worth. Through this, the client will know you are a legitimate business worth venturing into.

Take advantage of these methods of persuasion and you'll stay ahead in life.

Elements of Persuasion - Keys to Influential Success

By Michael Lee, Author of **How To Be An Expert Persuader**

The elements of persuasion are important to effectively deliver your point and allow others to accept it. There are a few guidelines to follow if you want to keep communication as smooth and influential as possible.

You will find that some people are harder to convince compared to others and a number require a hint or more of expertise from you. Using the elements of persuasion the right way can significantly help you in dealing with all types of people.

Body Language

Body language is one of the vital elements of persuasion. Using the right gestures is indispensable if you want to create a strong impression. Some people relate positively to actions, and your body language should specifically coincide with the words coming out of your mouth.

Show confidence by the way you stand. Make hand movements or gestures as necessary, but avoid overdoing it. Your facial expression is very important, as well, so people will know the exact feeling you're trying to convey. Your body should be persuasive through strong and bold motions. You may have to practice in front of a mirror to improve your form.

Communication Skills

One of the best elements of persuasion you can have as an individual is having good communication skills. Consider the fact that a lot of people, if not the majority, will also try to refute your statements. There will definitely be individuals who initially cannot accept or understand your view, which explains why you need to learn how to respond appropriately.

Listen to what they need and want, and then respond. You also have to find the right words and arrange them properly to best suit the situation. There are communication strategies you can use, like rephrasing, asking questions, focusing, and many more. These will greatly improve the message channel so that ideas and views remain constructive and positive.

Adjusting for Others

If you want to persuade others, you need to speak their language and adapt to a situation that they are most comfortable with. Let others feel that they are in control of themselves, their thoughts, and actions. You need to interact according to how they like it. Flexibility and open-mindedness are important, but be sure to stick to your main goal of influence. The two other elements of persuasion mentioned above can effectively follow once you've set the right mood and environment.

Persuasion Techniques to Handle Difficult Customers

By Michael Lee, Author of **How To Be An Expert Persuader**

Persuasion techniques are essential to apply in the field of sales and marketing, as dealing with an irrational customer is one of the toughest situations you can tackle. How do you exactly alleviate the fury of a buyer who is livid because of something you, the service or product, or your company failed to perform? This is where influence and persuasion techniques may come in handy.

Because the field of sales is not a walk in the park, there will be times when you will be shouted at, and even hurled harsh words by clients who are not satisfied. Don't be alarmed. This is a normal situation. And being so, there are ways to rise above them so that you don't break down, too.

First, find out what the client is angry about. Is he complaining about your service? Is he unclear about certain points in the agreement or the product? Did the problem come from you or did it spring out of his frustration over something he misunderstood? What are his sentiments exactly?

You can find this out by being calm with the client, no matter how irritable he is. Ask politely what the problem is and request that he explain it to you. Don't interrupt and try to defend yourself or correct him while he explains. Wait for him to finish and then enumerate all your responses to his problems.

Often, the customer does not really want to know exactly what you are doing to rectify the situation, only that you tell him that steps are being undertaken to correct it, and when precisely this is expected to be solved. One thing clients hate most is continuously waiting for solutions that are not certain to happen.

When you have figured out what he needs, level with him. Building rapport with your client is one of the best ways to get into a straight conversation with him without the flare-ups. This means adopting his current mood. If he is angry, let him know that you understand his feelings. If he is frustrated, empathize. Clients appreciate people who they know feel their pain. When you have succeeded in this, you can expect to have a much calmer discussion right after.

Don't say something like "I'm sorry for that. I'm already on it." Instead, say something like "I understand that you are angry now. I will feel the same if I were you. Rest assured that I will do everything in my power to correct this matter as soon as possible. I will constantly update you of the developments as I progress."

Handling an irate customer is not so difficult if you know how to level with people. Think of it this way. If you were in his shoes, you would be feeling the same way, right? How would you want the other person to face you then? That should always be your guiding strategy. Build rapport with the use of proper persuasion techniques and, together, seek solutions. No issue has ever been solved by an argument.

Persuasive Public Speaking - How to Persuade Your Audience Through Public Speaking

By Michael Lee, Author of **How To Be An Expert Persuader**

Want to enhance your persuasive public speaking skills? Perhaps you have already spoken before an audience, have given a great speech, have influenced them considerably to your point and have received a standing ovation a few times. Now you wish to improve that foundation you have in persuasive public speaking.

Here are three ways that can help you to become a more influential speaker.

One, body language. Majority of human communication is done nonverbally, and people commonly respond and understand it very well, having said that we primarily did not have formal education on nonverbal language. In order to effectively connect with your audience, mean what you're saying through nonverbal cues.

These include eye contact, hand gestures, pacing and the like to stress your words and statements. For instance, if you're trying to imply a very important point, you may point a finger up. If you're telling a story, pace a short distance citing you're bringing them to a certain point. You would be surprised what difference as an audience it would make if the speaker simply went through his speech purely verbal.

Two, study. Influence is your main concern when speaking before an audience so you have to know what you're talking about. You have to persuade them into considering the point that you're trying to make by citing facts, accepted truths and sources to show that your speech is actually based on something relevant.

Realize that there is no debate or an exchange between you and them so you have to be very mindful of every single aspect of your speech or they may find you stereotypical; or worse, they may see you contradicting your own statements. Do some research and be open about new ideas and opinions before speaking; this will further guide you how to be a more persuasive speaker.

Three, connection. Treat your audience, no matter how great or small in number, as your utmost concern. They are the reason you are speaking, so feel for them as if your message and efforts will be in vain if you cannot convince them to your point of view.

You have to create a link between you and your audience to successfully deliver your speech. This connection can be made through personal anecdotes, humor or even asking an audience to speak a little.

The goal is to be able to create feelings between you and your audience where they will know that it matters to you that they listen. This will be the basis for a smooth flow for the duration of the speech and probably the key to persuasion.

In a persuasive speech, you as the public speaker should know how to persuade and convince. The audience should be driven to a point of influence that your message will successfully be delivered and received. Repetition of ideas, facts and opinions will bring them to your point and positively boost your persuasive public speaking skills.

How to Be a Persuasive Salesperson

By Michael Lee, Author of **How To Be An Expert Persuader**

If you're in the business world, perhaps the most challenging part of the entire experience is selling. Indeed, nothing is more nail-biting than waiting for the other party to decide whether he or she agrees with you on the merits of a certain product or not.

You will likely go through countless books and spend long hours of research on topics like negotiation training, business plans and strategies, resource management and obviously, selling. But one of the most important tools a salesperson should possess, in order to be successful in selling, is persuasion.

First, the attitude of persuasion comes from within. You have to believe and convince yourself that you can sell, and sell a lot!

You have to orient and tell yourself that you have the capacity to offer a product or service to someone else; have him need what you're offering.

If you cannot develop that sense of persuasion in yourself, then it would be very difficult to become a persuasive salesperson. Develop the attitude and belief of being a persuasive salesperson even to the least of things. How? Persuade yourself first.

Two, you cannot sell something you do not know anything about. You can have a hundred stocks of the best and latest necessity known to man; but without knowing a thing about it, you would not be able to sell a single item. So to be a persuasive salesperson, you have to know the details. Research and study. You have to know the most intricate details of what you're selling because people are going to be asking a lot questions about it.

Even if you're simply trying to be a persuasive food salesperson, you have to know what you're offering. Vegans, vegetarians, ornish, and pritikin consumers are going to be asking; and you are the only one who can respond. You wouldn't want to buy from someone who himself is doubtful over what he's selling. If you can't respond, then you can't sell. You can't sell what you know nothing about.

Finally, there's confidence. Now that you're equipped with the attitude and knowledge on how to be a persuasive salesperson, you can try overcoming that fear inside you to come up to that person and persuade him that he needs what you have. It's that same fear that separates the common salesperson from the successful ones.

This is the time you should begin asking yourself the "What-Ifs". "What if he ignores me?" "What if he's in a hurry?" "What if he doesn't need it?" These are the questions frequently asked by those who don't have the other two qualities on how to be a persuasive salesperson. If you know you can sell and you know what you're selling, confidence will materialize independently. Then you can casually come up to anyone qualified and sell successfully.

The power of persuasion is an indispensable tool and you should hone your skills within these three principles. Keep them to heart and before you know it, you'll be earning more figures than you can ever expect.

Subliminal Persuasion Techniques

By Michael Lee, Author of **How To Be An Expert Persuader**

Subliminal persuasion is the way of getting another party to agree with you without outwardly doing so and without the other person noticing that you were trying to persuade him or her. A lot of people do not even notice that they have been won over by a simple smile - thus, making even that a tool for subliminal persuasion. It is essential in becoming an influential leader.

You can subliminally persuade another person through two techniques: via his or her own words, and via inflection, or the particular words we give emphasis to in a given statement. A simple sentence like "I can't assure you that" can have a lot of meanings, depending on which word you have inflected. See the examples below.

I *can't assure you that. (But somebody else probably can)*

I **can't** *assure you that. (No way that will happen!)*

I can't **assure** *you that. (But, if you're lucky, you might get it.)*

I can't assure **you** *that. (But I can if it's somebody else.)*

I can't assure you **that***. (Maybe I can assure you something else.)*

Giving off what we mean via inflection is subtle. It will also help spare you from being overtly direct, especially if you're the type who hates the thought of turning someone down. Understanding which words to emphasize will save you from this awkward moment (yet you still get to have things go your way).

Another way to subliminally persuade other people is to have them eventually agree with you without them noticing it (because they thought it was their idea). This is a rather tricky method of persuasion and not many people might agree with it. But, hey, it works!

When negotiating, repeat what the other person said and then show how you will be able to achieve what they want for them. Be consistent so you don't run the risk of contradicting yourself. As long as you have what the other party needs, you hold an advantage.

Here's an example. Let's say you're trying to sell used cars to a friend. After listening to the other person tell you what he or she is looking for in a used car, emphasize the items being sought in the vehicles you have in your roster. It will be difficult for the other party to say 'no' since you already have what he or she said he or she needed. This is what subliminal persuasion is; and when employed the right way, it works like a charm every time.

There's nothing bad about using such clever persuasion techniques to get what you want. That's the way life is played. This is how the rest of the world operates. The important thing is always go for the win-win resolution. If your persuasion skills are powerful enough (and even cunning enough), you'll have no trouble winning people over.

Some like to call this influence; some argue this is foolery. However you might choose to view it, it is effective. And it won't be a surprise if you attempt to employ these effective strategies in the future; that is, if you haven't already applied them in the past.

How to Build Solid Relationships Using the Power of Words

By Michael Lee, Author of **How To Be An Expert Persuader**

We may not be aware of it; but the words we utter daily may have different interpretations, even if you think that they mean the same thing.

Here's an example.

Would you rather have someone tell you that you are "slim," or would you like to hear that you are "thin?" Being slim has a slightly positive effect because it is attributed to health and fitness.

Rather than saying you have failed, just mention that you have not yet achieved success. Get the picture? Always try to speak words in the most positive manner you can think of.

Here's another important advice.

Never compare the negative qualities of one person with another.

A former boss of mine has this to say to me when I made an error in my previous day job, "James (not real name) is doing a much better job than you are. He's not committing any mistake like you do."

That crushed my heart. My boss thought this would motivate me to do better. Nope, it just hurt my feelings and lowered my self-esteem. Of course, I would never make the same mistake again after her harsh scolding. I've learned my lesson well. But she could have said it nicely.

Experiences arising from discouragement and condemnation will have a negative effect on the recipient.

Some parents might believe that instilling fear on their children would improve their performance. They would say, "You're always failing. Why can't you be like your brother? You're such a disgrace to this family."

Now that's not the proper way to do it. They should inspire, encourage, and motivate their children; not belittle them even further.

They should tell their children that they have the capacity to achieve great things, if they would only put a little more effort. Teach them values that would make them feel important and loved.

You may even go as far as giving them qualities that they do not yet possess. By giving them confidence and by making them believe that they have such characteristics, they will eventually acquire such traits. Tell them how bright you think they are, and you will soon be surprised at the results. They will significantly improve if you firmly made them believe that they have the capacity to do so.

So if you ever wanted to persuade or encourage someone to do better, make sure that he or she is motivated out of inspiration, and not out of fear. Give advice that cares, and not offensive words borne out of hatred or anger.

Think first before you speak. Many relationships have been ruined by the wrong choice of words. Some people voice out anything that comes to their mind, without first filtering the good words from the bad ones. This might result in misunderstandings and arguments, which could have easily been prevented if we speak out in a way that is neutral and non-offensive.

Words are very powerful indeed. Use them responsibly for the benefit of all.

How to Speak Fluent Body Language

By Michael Lee, Author of **How To Be An Expert Persuader**

You've probably heard the expressions before.. "Chin up, shoulders back," "Keep your distance," "Feet on the ground," "Pain in the neck." But have you ever wondered how they came about? It all has to do with Body Language.

Simply put, body language is the unspoken communication we all use in every face-to-face encounter with other human beings. You could say it's more powerful than anything said aloud. Ninety-three per cent of our everyday communications is non-verbal. Only 7% has to do with words at all. You could be telling that other person much more with your body language than you would ever say in words.

Determining and regulating your own body language could well mean the difference when it comes to job interviews, networking meetings, banquets and business dinners, or even a social occasion, such as a date. Even trickier is learning to read and understand the other person's body language.

So, you're probably asking yourself, "How do I regulate my body language to give a true representation of how I feel when I interact with others?"

Start with the distance between you and the person with whom you're speaking. If you get too close, people feel you're in their face, or too pushy. Too far away, and you could be seen as standoffish.

The angle of your body is a dead giveaway to others. We tend to angle our body towards those people we find friendly or interesting, and angle away from those we feel are cold or unfriendly. Crossing your arms over your chest shows defensiveness. This posture says, "I'm closed off and keeping you out."

Eye Contact is one of the most important ways to communicate with others. Looking them in the eye shows respect and interest. We've all experienced the person who looks constantly at their watch, or seems to be far away and not listening to us. Their body language says, "I have other places to be and other more interesting people to talk to than you." Or the person that you know is not listening to what you're saying, but instead is busy deciding what he/she will say next. Someone whose eyes are downcast, not looking you in the eye could be exhibiting signs of shyness, or it could be deceit. Someone who is lying to you will not look you in the eye.

The head position also says a lot. To show confidence or authority, simply keep your head level. This says, "Take me seriously, my words are important." To show friendliness and interest in what the other person is saying, tilt your head slightly to one side or the other.

Mouth movements are easy clues to what the other person may be feeling. If they purse their lips or twist them, they could be thinking carefully about what you just said, or disagreeing with you, but holding back comment. You can certainly tell when someone is not pleased.

The handshake is extremely important in the communication with others. No one wants to shake a hand like a wet noodle; at the same time, a handshake needn't be a contest of strength. It's a handshake, not arm wrestling. Many people also don't quite know what to do with their hands after the handshake, especially when meeting someone new. They tend to clasp their hands together, nervously, or fiddle with their jewelry.

Since we're constantly sending out these powerful messages, it's clear we should make an effort to learn more about what our bodies say to others. And learning what others are really saying to us is of paramount importance in our day-to-day communications.

So, chin up, shoulders back, keep your distance, head up, eyes sharp, don't be pushy or standoffish, smile and shake that hand. You too can learn to speak fluent body language.

How to Deal with Annoying People

By Michael Lee, Author of **How To Be An Expert Persuader**

If you find yourself in the constant presence of irksome individuals, you have to take extra measures and learn how to deal with annoying people. Annoying people come in different personalities, and not all of them are even annoying in one particular way. That's why, if you want to know how to deal with annoying people, you have to identify what exactly about them galls you.

Some people may be annoying because of their voices and how they speak. Some may just have an outlook on life that gets you down and irritates you like crazy. Others could just have an entire array of annoying habits-talking about their weekends relentlessly, burping in your face-that it takes everything you have to keep from throttling them!

You don't need to learn a whole lot of techniques to be able to face annoying people. What it's going to take is a great amount of patience and an ability to tune them out. Here's what you can do to keep annoying people at bay-and keep yourself from losing your cool.

Learn how to block them. You can let yourself get worked up over the numerous annoyances or you can just distract yourself and do your thing. Ignoring the source of the annoyance is one important step to learning how to deal with annoying people. The less attention you give them, the less chance there is of them coming up to you again.

If the annoying person swooping around you talks too much and takes up a lot of your time, you don't have to cut him off abruptly. Try responding with some perfunctory nods and "uh-huhs" while letting your mind wander; and when there's a lull in the conversation, you can interject and say you need to be doing something else. Just don't show any more interest than that, because that will only encourage them to regale you with more stories.

No matter what kind of annoying person you're dealing with, it will really help to have a good long talk with him or her to set things straight.

Keeping annoying people at arm's length can increase your chances of being unaffected by their prattle and their behavior. If you're serious about knowing how to deal with annoying people, the best thing for you to remember is to not give them an opportunity to get into your personal space; and if you really have to interact with them regularly, then just do your best to block the irritating behavior and focus on what needs to be done instead.

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