

Persuasion: The Gas to Your Engine of Success

The ability to persuade is powerful. Master Persuaders make the world turn. Remember the following guidelines as you step up to your new place in the world:

- Persuasion makes things happen.
- Persuaders are the motivating force in our communities.
- Persuaders are the gas to the engine of our economy.
- Use these persuasion and influence tools to evoke good.
- Treat yourself like a do-it-yourself project.
- Continue to learn, apply, and use these principles.
- Become the person you want to be.
- Make the laws and principles you have learned in this book a part of you, so you don't have to think about them.
- Join the top 1% of persuaders.
- Make the world a better place.
- Influence others with integrity.
- Develop a rock solid character.
- Learn to build trust and exude life-long influence.
- Persuade others with honor.
- Reread this book every year.

Find a product, service, idea, or cause you can believe in. When you know you can help someone with your product or service, you have a moral and ethical obligation to persuade that person to get involved with what you are offering.