

## **Persuasion: Key to Success, Happiness, & Wealth**

Understanding the theories of persuasion, motivation, and influence will put you in life's driver's seat. Why? Because everything you want, or will want, in life comes from these three simple concepts. Did you know that less than 1% of the world's population understand and can actually apply the 12 Laws of Persuasion? As I reveal the secrets and science of persuasion, you will be able to persuade and influence with 99% accuracy. You will gain instant influence over others and inspire others to take action, all while getting exactly what you want from life. You will win people to your way of thinking and will empower yourself with an unshakable confidence. You will triple your prosperity in sales and marketing. You will become a captivating magnet of success.

As you develop what I call *Magnetic Persuasion*, others will be drawn to you as metal filings are drawn to a powerful magnet. Financial, social, and personal success will come to you. Gateways previously closed to you will swing wide open and the world of opportunity will beat a path to your door. These life changing skills and techniques of *Magnetic Persuasion* are based on timeless, *proven* principles. They have been developed from countless hours of persuasion research and exhaustive studies into human nature. And now, for the first time, they are being unveiled to you.

This powerful book teaches the twelve critical laws of *Magnetic Persuasion* and instructs you on how to utilize these cutting-edge persuasion strategies so you can gain the influence you need NOW. You'll learn how to make people instinctively like and trust you, something that might otherwise take you years to accomplish. No longer will you face the unexpected with fear or intimidation. Rather, you will confront it head on with credibility, control, and confidence. Day in and day out, you will turn each challenge you are faced with into a winning situation. In short, you will be a master of your own destiny.

## **Persuasion: The Heartbeat of Our Economy**

We live in a world where the power of persuasion is of extraordinary and critical importance. Every encounter known to mankind is an attempt to gain influence or to persuade others to our way of thinking. Regardless of age, profession, religion, or philosophical beliefs, people are always trying to persuade each other. We all want to be able to persuade and influence so others will listen to, trust, and follow us. A recent study by economists found that a whopping 26% of gross domestic product was directly attributable to the use of persuasion skills in the marketplace. Persuasion is the gas to our economy's engine. Think about it – 2.3 trillion dollars of our gross domestic product comes from the skills of persuasion and influence. You never see large corporations downsizing their sales forces. Sales professionals are assets to the company, not liabilities. Master Persuaders will always find employment, even in the slowest of economies.

The ability to persuade is power, for good or for bad. Think of all the people in your life who have persuaded you to reach higher and achieve greatness. Persuasive people keep kids off drugs, prevent wars, and improve lives. Persuasive people also get kids on drugs, stir up wars, and destroy lives. We want to focus on the power of persuasion for

the improvement and betterment of ourselves, our friends and families, and our communities. Let's face it, though: Most of us are not born persuaders. For the majority of us, the arts of persuasion and influence are not gifts we inherently possess. Sure, there are the stereotypical persuaders who are naturally friendly, outgoing, and loud. Research reveals, however, that some of the best persuaders are actually introverts.

For many, the notion of becoming a Master Persuader means being forceful, manipulative, or pushy. Such an assumption is dead wrong. Tactics like these might get results for the short term, but *Magnetic Persuasion* is about getting results for the *long* term. Lasting persuasion isn't derived from calculated maneuvers, deliberate tactics, or intimidation. Rather, proper implementation of the latest persuasion strategies will allow you to influence with the utmost integrity. People will naturally and automatically trust you, have confidence in you, and *want* to be persuaded by you. In short, they will want to do what you want them to do.

It is a common misconception that only individuals involved in sales, marketing, or leadership positions need to learn the laws of persuasion. This is simply not true! Sales professionals, business managers, parents, negotiators, lawyers, coaches, speakers, advertisers, and doctors alike can use these skills. *Everyone* needs persuasion skills, no matter their occupation. What people don't realize is that we practice persuasion techniques and tactics daily with everyone around us! People constantly study one another, trying to figure out how to get someone to do what they want them to do. Needless to say, mastering communication and understanding human nature are *essential* life lessons if we want to effectively persuade and influence people. We can't get anywhere in life unless we are able to work with other human beings. It is through our dealings with others that we achieve success. No one is self-sufficient. Everything of any value that we accomplish in life is achieved through the support and help of those we come in contact with on a daily basis. As a society, we are interconnected, and the ability to make those connections is vital to our success.

### **Used for You or Against You**

Advertisers spend billions of dollars researching and analyzing our psychographics and demographics to figure out how to subtly persuade us. Rosseli, Skelly, and Mackie point out that "even by conservative estimates, the average person is exposed to 300-400 persuasive media messages a day from the mass media alone." We are bombarded with thousands of persuasive messages each day through a myriad of sources, including newspapers, magazines, billboards, signs, packaging, the Internet, direct mail, radio, TV, mail order, catalogs, co-workers, management, sales professionals, and even parents or children. The question is: Are these tactics being used for you or against you? Thousands, even millions, are persuaded against their better judgment every day, simply because they are unequipped to accurately interpret and effectively respond to the advertising barrage we perpetually face. In this case, "what you don't know *will* hurt you." Persuasive influences flood our daily existence and are inescapable. It is without question in our best interest to know and master *Magnetic Persuasion*, how it works, and how to implement its proven techniques so we are empowered TODAY.

## **When You Have the Right Tools You Will Succeed**

Let's be honest: We all want and need things from other people. We want people to follow, trust, and accept us. We want to influence others to our way of thinking. We want to get what we want – when we want it. Possessing the right tools and knowing how to use them is the secret to success.

*Magnetic Persuasion* supplies the *whole* toolbox of effective persuasion techniques. Most people use the same limited persuasion tools over and over, achieving only temporary, limited, or even undesired results. You can only do so many things with a hammer, right? We need to open our minds to the whole toolbox of persuasion and influence. We have all heard the maxim: “If all you have is a hammer, you treat everyone like a nail.” The problem is, everyone is not a nail. The art of persuasion must be customized to every group or individual, to every situation or event. It's like playing the piano with only two or three notes: You're playing “Chopsticks” when you should be playing Mozart. When you play with all the keys of persuasion and influence, you can create a masterpiece with your life.

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