

The Foundational Principles of Persuasion

1. The Laws of Persuasion are Neutral.

Central to understanding persuasion is the concept of neutrality. The laws of persuasion are neither good nor evil. They simply exist. Just as nuclear power can be used to create electricity or an atomic bomb, persuasion can be used to create unity or to force compliance. Whether the outcome is good or bad depends on the person using the laws and how that person applies the techniques of persuasion. Some people desire to win at any cost, using any available tactics or misusing the laws of persuasion. These individuals are willing to use guilt, violence, intimidation, temptation, bribery, and blackmail to get the desired result.

However, when used properly, persuasion is our best friend. Through persuasion we create peace agreements, promote fund-raising efforts, and convince motorists to buckle up. Persuasion is the means by which the coach of an underdog team inspires players to win. It is also the method employed by the Surgeon General in convincing people to take preventative measures such as scheduling regular mammograms and prostate exams. Managers use persuasion to increase employee performance and morale. Hostage negotiators employ persuasion to convince criminals to free their captives.

These reports focus on using *Magnetic Persuasion* to make the world a better place. Misuse of the laws will only come back to haunt you in the long run. You might get short-term instant results, but your long-term future will be bleak. The tools outlined in these reports are powerful and are not to be used selfishly. They should not be considered a means of gaining a desired result at any cost. Rather, you should use these tools to get your desired outcome only when it is a win-win situation for all involved.

The fable of the sun and the wind provides an excellent example of properly implemented persuasion. The sun and the wind were always arguing about which of them was the strongest. The wind believed he was stronger because of his destructive power in tornados and hurricanes. He wanted the sun to admit he was stronger, but the sun held fast to his own opinion and could not be convinced. One day the sun decided he wanted the matter settled once and for all, so he invited the wind to compete with him in a contest. The sun, calculating his potential, had carefully chosen the contest. Below, the sun pointed out an old man taking a walk. He challenged the wind to use his power to blow the man's jacket off. The wind felt this would be an easy contest to win and began to blow. To his surprise, each gust of wind only made the man cling more tightly to his jacket. The wind blew harder, and the man held on tighter! The harder the wind blew, the more the man resisted. The powerful blows of wind even knocked the man down, but he would not let go of his jacket! Finally, the wind gave up and challenged the sun to succeed in getting the man to take off his jacket. The sun smiled and shone radiantly upon the man. The man felt the warmth of the sun as sweat began to appear on his forehead. The sun continued pouring out warmth and sunshine upon the man and, at last, the man took off his jacket! The sun had won the contest! This is an example of *Magnetic Persuasion* at its best. Every attempt to persuade is a win-win. Others are *eager* to do what you want them to do. As you perform the exercises and techniques

outlined in these reports, you will notice powerful changes in your ability to persuade and influence others.

2. Persuasion Must Have an Audience.

The art of persuading and influencing others always requires an audience. This component is constant, so it is critical to know how to adapt quickly to your audience's needs, wants, fears, and desires. Knowing how to research and read your audience will help you determine which tools or techniques of *Magnetic Persuasion* will be the most effective in any given situation. Using the wrong techniques and tools, on the other hand, will automatically create barriers between you and your audience, which in turn will diminish your potential to persuade them. When you effectively integrate the principles and laws of *Magnetic Persuasion* with the characteristics of influence, power, and motivation, your audience will always be friendly and desirable results will be the outcome. In the Pre-Persuasion chapter, I will spend more time on analyzing, adapting, and reading your audience.

3. Effective Persuasion Requires the Adaptation of Skills and Techniques.

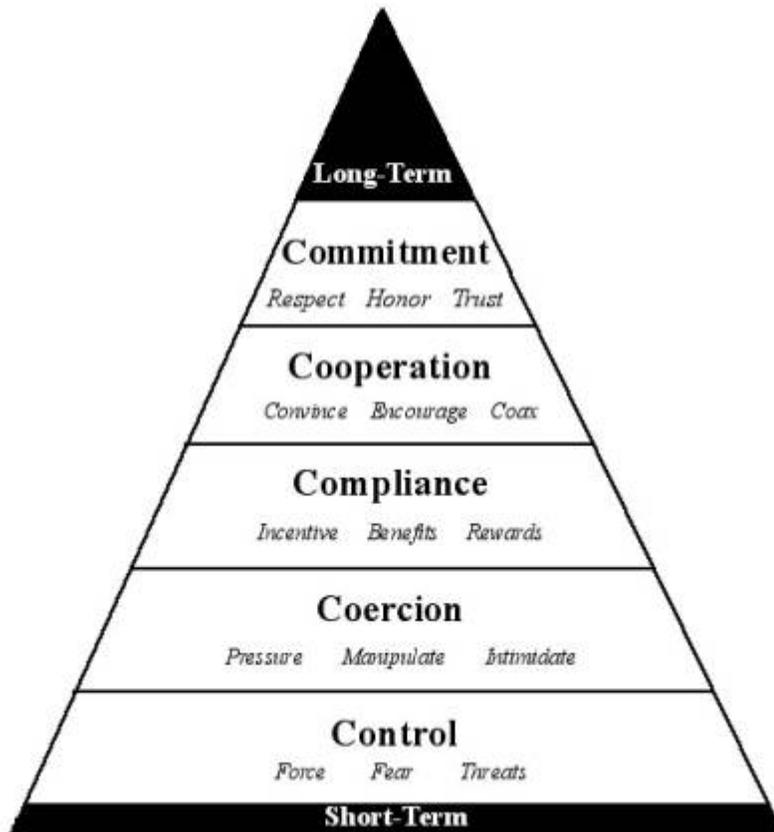
Have you ever tried the same approach with a customer that your boss uses on you and had it bomb miserably? Becoming a Master Persuader requires more than mimicking other persuaders. You must not only fully understand the wide variety of persuasive techniques available, but you must also be ready to use the techniques best suited for any given situation. Acquiring this level of skill demands a commitment to watch, analyze, study, and apply the concepts of *Magnetic Persuasion*.

As mentioned earlier, "everyone is not a nail." Human nature is as varied as the colors of the rainbow. Human actions and thoughts are never perfectly predictable because each of us has different emotions, attitudes, beliefs, personalities, and traits. A beginner's tendency is to find one persuasive technique that works and stick with that. Unfortunately, you cannot use the same persuasion tool on everyone. Depending on the situation and the techniques you use, people will agree, refuse, or be indifferent to your efforts. The Master Persuader has many tools and can therefore adapt and customize them to suit any situation or personality.

4. Effective Persuasion has Lasting Impact.

Do you want short-term temporary results or long-term permanent results? Effective Magnetic Persuasion has lasting impact, but it requires dedicated study and long-term commitment on the part of the persuader. The Hierarchy of Persuasion sheds light on how the world uses different levels of persuasion, ranging from control at the most short-term level to genuine commitment at the long-term level (**See Figure 1**).

Hierarchy of Persuasion[®]



The qualities listed at the base of the pyramid are the most easily and commonly used, but they achieve only temporary results. Such results are temporary because they do not address a person's genuine wants or desires. Persuasion based on the qualities listed at the top of the pyramid is effective whether pressure is perceived or not. Such a method creates lasting results because it taps into and involves a person's true interests. Determining whether you want short or long-term results dictates what area on the pyramid you should focus your efforts.

Imagine the CEO of a large corporation calling his vice president to a meeting. At the meeting, the vice president is informed that he must raise \$20,000 for a foundation the company is going to sponsor. The CEO is not concerned with the means the vice president uses as long as they result in a check for \$20,000. It is determined that such a sum would be equivalent to getting \$100 from each employee... a daunting endeavor! The vice president considers the various ways he could accomplish this task. It would be both easy and quick to approach the employees using control. He could use physical force or threats on their life to obtain the money. This do-it-or-else mentality would get immediate results. The long-term impact, however, would likely involve rebellion, revenge, resentment, etc. What about coercion? Surely the employees would provide the

requested donation if they were told doing otherwise would negatively affect their next job evaluation. Would this tactic get immediate results? Sure. Again, however, the long-term effects would be resentment, rebellion, and revenge.

The vice president decides control and/or coercion do not provide the best outcomes. Next he considers compliance. If he offered incentives, benefits, or rewards, it would be a win-win situation, right? Suppose each employee offering to donate \$100 would get an extra two weeks of paid vacation. The problem is, once the incentive is gone, compliance will also disappear. He might get the \$100 this time, but what about the next time he asks for a donation? This method is still only a temporary fix because the employees will be conditioned to always expect a reward for their compliance.

The vice president next considers cooperation. He could spend time with the employees explaining why this charity is so important and how it would be a great honor for them to participate. He could convince, encourage, or “sell” with logic, emotion, *and* information to donate to this worthy cause. Now, armed with the tools of effective persuasion, he’s onto an approach that will have lasting, positive results. As long as the employees feel he is telling the truth and acting in their best interest, they will be open to his proposal.

Finally, the vice president considers the top form of persuasion: commitment. If he has a great reputation and relationship with his employees, there will be mutual respect, honor, and trust. These conditions will enable the employees to comfortably make out their \$100 checks. They know the vice president is a man of honor who would never ask them to do anything that would not be in their best interest. They can commit to him because they feel he is committed to them.

Commitment is the highest ideal of *Magnetic Persuasion* because its impact is the most permanent and far-reaching. Regardless of whether or not you are actually present, your reputation as one possessing integrity, honor, trust, and respect will continuously inspire commitment from everyone you have ever had contact with.