

The Psychology of Persuasion

Jesse Forrest & Kate Toon

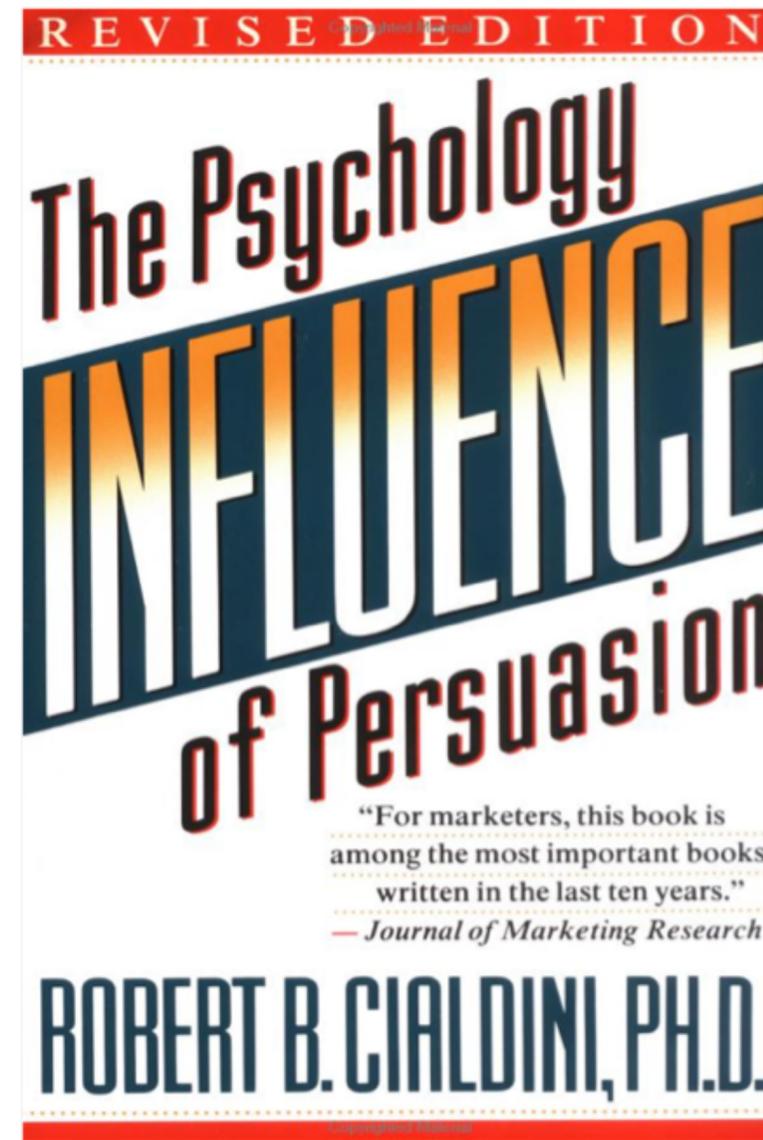
What is this episode about?

- The science of getting people to say “yes”
- Principals of persuasion and how you can apply them online to get more people to act

5 Principals of persuasion

1. Social Proof
2. Authority
3. Reciprocity
4. Scarcity
5. Liking

Research for this episode



Isn't this manipulation?

“The difference between persuasion and manipulation is intent”

– Dave Lakhani

Isn't this manipulation?

- Everyone needs to sell themselves. Whether it's in a job interview or persuading your kids to eat vegetables

Isn't this manipulation?

- Use this for good and defend yourself against others trying to unethically persuade you

Social proof

“Usually, when a lot of people are doing something, it is the right thing to do”

- Robert Cialdini







A large teal circle with a white outline, containing the text 'How To Use Social Proof Online'.

How To Use Social Proof Online





I have been given the Tool Kit to Succeed in Business

The toolkit I have been given by Dale Beaumont to help my business succeed is massive.

I now need to hire staff to implement everything, which is great because I will be able to pay them with the massive revenue.

If you want success, support, encouragement and ALL the tools, you must work with Dale Beaumont.



TONY LONGBOTTOM

*Business Owner, Perth, Western
Australia*

906

+1

3,408

 Tweet

3946

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Share

Here are just a few



Authority

We are more likely to trust people who we believe are authority figures or experts



MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

GENERAL physicians, surgeons, specialists, doctors in every branch of medicine . . . 111,397 doctors in all . . . were covered in this survey by three independent research organizations. The object of the survey was to determine what cigarette most doctors choose for their own use.

The brand named most was Camel!

Like the rest of us, doctors smoke for pleasure! Their taste recognizes and appreciates the rich, full flavor and the cool mildness of Camel's choice tobaccos just as yours does.

CAMELS

YOUR "T-ZONE" WILL TELL YOU...

T for Taste...

T for Throat...

That's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



E. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

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How To Use Authority Online



- ✓ In 4 short years I created 6 profit-generating companies.
- ✓ I currently have 8 independent streams of income, so I never have to worry about paying bills.
- ✓ I'm the author of 8 books, including, *The 7 Steps The Rich Use to Set Up, Grow & Protect Their Wealth*, and I have 14 more books in the pipeline.
- ✓ I'm the founder and CEO of Acquire Wealth Solutions, a company dedicated to helping our clients set up investments, grow wealth, and protect their assets.
- ✓ My team and I have conducted over \$355 million dollars worth of property transactions for our clients.
- ✓ I have extensive experience with all investment classes including property, gold, shares, and business.

Who is Dale Beaumont and Why Should You Listen to Me?

Ok, good question. Here's my background.



At 19, I started my first business *Tomorrow's Youth International*, an education company for young people. **We worked with 25,000 teenagers across 6 different countries** to change the course of their young lives for the better.

My next company was a Public Relations firm called *Kapow Media*. In 2 years we successfully generated our clients **over \$5 Million in free publicity**.

Trusted By Leading Companies



Reciprocity

We feel obligated to give to others who have already given to us





A large teal circle with a white border, containing the text 'How To Use Reciprocity Online'.

**How
To Use
Reciprocity
Online**

Free lead magnet

10 Free Videos: How To Become A Copywriter

Learn the secrets to becoming a highly paid freelance copywriter working part-time

- ▶ Build your confidence and experience
- ▶ Attract your first paying client
- ▶ Learn copywriting tips for beginners
- ▶ Work from anywhere, in your spare time



[Send Me The Videos](#)

We hate spam too! We only send you the free videos.

Free lead magnet

Want more copywriting and SEO tips?

Join my mailing list and receive a FREE SEO checklist.

GO FOR IT

Reciprocity online

- What can you give away in exchange for your visitors contact details?
- Ebook
- Voucher
- Free quote
- Free assessment
- Video series

Scarcity

“When resources become scarce, people want them more.”

– Robert Cialdini





387

647

316

A large teal circle with a white outline, centered on the page. Inside the circle, the text "How To Use Scarcity Online" is written in white, bold, sans-serif font.

How To Use Scarcity Online



Roll over image to zoom in

Apple iPhone 5s, Space Gray 16GB (Unlocked)

by Apple

★★★★★ 293 customer reviews

| 219 answered questions

Price: ~~\$673.49~~ & FREE Shipping

Only 1 left in stock.

Ships from and sold by RnD Outlet.

Size: **16 GB**

16 GB

32 GB

64 GB

Color: **Space Gray**



- 4.0-inch Retina display
- A7 chip with M7 motion coprocessor
- Touch ID fingerprint sensor
- 8MP iSight camera with True Tone flash and 1080 HD video recording

5

DAYS

23

HOURS

7

MINS

39

SECS

<p>Deluxe sky zone</p>  <p>Room info Booking Conditions</p>		<p>USD 207 82</p> <p>rewards 4</p> <p>why are agoda's rates so low?</p>	<p>1</p>	<p>Book it!</p>
<p>Superior standard zone with breakfast</p> <p>Breakfast Included</p>  <p>Room info Booking Conditions</p>		<p>USD 214 85</p> <p>rewards 4</p> <p>why are agoda's rates so low?</p>	<p>0</p>	<p>Book</p>

[Show more available room types](#)

 agoda price gu

 **Limited available** X

Deluxe Sky Zone booked **2 minutes, 4 seconds ago**

 **Limited available** X

There are **68** users looking at this hotel right now!

All rates are exclusive of hotel tax and service fees

Scarcity online

How can you use scarcity or urgency in your online marketing to increase sales?

Liking

We like people similar to us in terms of interests, opinions, background, etc.

Liking

- Its why salespeople spend the first 10 minutes chatting with a prospect (looking for similarities) before pitching their products

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How To Use Liking Online





From our yoga studio to yours.

Simple, easy-to-use software that makes running your studio a breeze.

Maile Wicklander, Owner of Tula Yoga Studio
Chicago, Illinois

THE BENEFITS

- ✓ Start processing credit cards immediately
- ✓ Quickly see your daily agenda
- ✓ Take attendance with a single click
- ✓ One calendar you can share anywhere
- ✓ Sign up is easy- 30 seconds is all it takes

[START YOUR FREE TRIAL](#)

No credit card required, simple & free!

[LOG IN](#)



Liking online

- Use the same language your visitors use to describe their problems & desires in your copy
- Tell a story your visitors can relate to

Let's be honest. SEO is a giant pain in the bum.

Not only is it stuffed full of technical gobbledeygook, it changes every five minutes. And the so-called SEO experts never seem to agree. But don't worry.

I believe ANYONE can learn the basics of Search Engine Optimisation, which is why I created The Recipe for SEO Success eCourse. This **8-week eCourse** shows you my tried and tested SEO tactics that can deliver higher rankings, more traffic and more conversions. **It's a practical, beginner-level SEO eCourse that gives you the confidence to manage your own SEO.**



"Hi, my name is Bianca Board. I've been designing websites for small business for 15 years now but the first eight years was a nightmare!

My clients were being held to ransom by poor service, expensive ongoing rates, clunky platforms and a relationship that ceased to exist the minute they went live.

By 2009 I'd had enough. I was OVER it. I wanted to be a trailblazer for entrepreneurs like myself that couldn't afford to spend \$10,000 or more on a website. I wanted to challenge the industry 'norm' to the core and do everything opposite to how it'd been done. I was a woman on a mission.

So I came up with a better way: Web123.

My trusted web geeks and I developed a website building software that allows us to create beautifully designed, easy to use websites that are amazingly affordable and profitable for you. We saved Damien from Cofield Wines \$16,000. And we could save you the same plus 63% or more on

Troubleshooting

1. I'm not a marketer or a salesperson, why should I learn persuasion?

Troubleshooting

- Everyone needs to sell themselves. Whether it's in a job interview or persuading their kids to eat vegetables

Troubleshooting

2. What's the best way to get more people to trust my company online?

Troubleshooting

- Use credibility or trust indicators
- Tell a story your visitors can relate to

Summary

- The difference between persuasion and manipulation
- The 5 Principals Of Persuasion
- And how to apply these to your web copy and online marketing