

THE ART OF PERSUASION

STEP
1



PERSUASION

What has been your experience with persuasion?

Do you feel you have the right to influence and persuade others in your world?

How do you rate your ability to persuade others?

1 _____ 10

What are your barriers to being able to persuade others?

STEP
2



PERSUASION SKILLS

Personal Skills

Give yourself a score between 1 - 10 for each one.

Good Emotional Intelligence Skills	
Healthy Self Esteem	
Self Motivation	
Organised	

What do you need to improve?

Interpersonal Skills

Give yourself a score between 1 - 10 for each one.

Empathy	
Good Listening Skills	
Rapport Building	
Communication Skills	

THE ART OF PERSUASION

STEP
2
CONT.

What do you need to improve?

STEP
3
CONT.

STEP
3



PRINCIPLES OF PERSUASION

The first art of persuasion is learning how to consistently talk to people about them.

This week when it comes time for you to talk, firstly delay your response with a small pause after they finish speaking. Summarise what you heard, confirm that you thoroughly understood them and begin speaking with empathy, fulfilling their needs so that you build rapport.

Then when it comes time for you to explain a point of view or concept to others simplify it down to its core and communicate to them what they really care about.

Write your observations.

STEP
4



BUILDING TRUST

Give yourself a score between 1 - 10 for your ability to build trust with key people in your life:

Do what I say I will	
Honour my promises	
Tell the truth	
Speak from the heart	
Express my feelings	
Open to volunteer information	

THE ART OF PERSUASION

STEP

4

CONT.

Key secrets	
Display loyalty	
Display calmness	

What do you need to improve?

STEP

5



INFLUENCE

Pick a new idea or concept you want to get across to someone in your personal or business life. Plan and then put into practice the counter intuitive persuasion skills that affect peoples' choices, decisions and actions.

	What I Will Do
The Reason Why	
Reciprocation	

STEP

5

CONT.

	What I Will Do
Consistency	
Social Proof	
Likeability	
Authority	
Scarcity	
Immediacy	

Write your observations about how you felt and the results you achieved.

THE ART OF PERSUASION

STEP
6



FRAMING

Pick a new idea or concept you want to get across to someone in your personal or business life. Plan and then put into practice the framing persuasion methods. Make sure you point out the downside as well as the ongoing benefits and take into account how they feel.

	What I Will Do
The 'Less' Frame	
The 'Experience' Frame	
The 'Label' Frame	
The 'Blemished' Frame	
The 'Potential' Frame	

STEP
6
CONT.

Write your observations about how you feel and the results you achieved.