



# Cialdini's Principles of Persuasion®

## TIP SHEET

### Reciprocation – You, then me, then you, then me...

Be the first to give:

- Service
- Information
- Concessions

### Authority – Showing knowing.

Establish position through:

- Professionalism
- Industry Knowledge
- Your credentials
- Admitting weaknesses first

### Consistency – The starting point.

Start:

- Small and build
- With existing commitments
- From public positions
- Toward voluntary choices

### Scarcity – The rule of the rare.

Emphasize:

- Genuine Scarcity
- Unique Features
- Exclusive Information

### Liking – Making friends to influence people.

Uncover:

- Similarities
- Areas for genuine compliments
- Opportunities for cooperation

### Social Proof – People proof, people power.

Unleash people power by showing:

- Responses of many others
- Others' past successes
- Testimonials of similar others

*The ethical use of influence means: being honest, maintaining integrity, being a detective, not a smuggler or bungler.*