

From PROSPECT to CLIENT/MEMBER

7 Principles of Persuasion

Based on Robert Cialdini's book Influence: The Psychology of Persuasion



1

Liking

People prefer to say yes to those they like



Social Proof

People are influenced by others' opinions

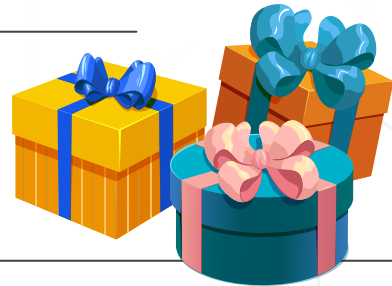
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3

Authority

People respect experts and those in authority



4

Reciprocity

People feel obliged to give back when they've received something first



5

Scarcity

People fear loss and have greater desire for that which has limited availability

Commitment & Consistency

People like to stay consistent with their commitments, even small ones

6



7

Unity

People are motivated by shared identities and values

