

PERSUASION = CONVINCING SOMEONE OR PRESENTING AN IDEA

- ~ Start your pitch with a 'Twitter Friendly' summary.
- ~ Make your main purpose the heart of your summary. (Don't get too complicated at first)
- ~ Your message should have approximately 3 main points or story points to capture the best parts of your idea.
- ~ Tell a story that people will care about.
- ~ Your idea needs to be simple, clear and memorable.

- ~ Focus on the positive but don't pretend there are no challenges between your idea and success.
- ~ When you are pitching your idea, you are also pitching *yourself as a product or a brand.*

THE SCIENCE OF PERSUASION

1. Reciprocity (give and take)
2. Scarcity (rare, not enough)
3. Authority (Power)
4. Consistency (normal & comfortable)
5. Liking (like = yes)
6. Consensus (peer pressure, I should try to be normal and do what everyone else is doing)

1. **Reciprocity**: People feel the need to give back when they receive something. When trying to convince someone, be the first to give and be personal and unexpected.
2. **Scarcity**: People want things that are becoming more rare. Show people the benefits and unique qualities of your idea but also what they will lose if they *don't* use your idea soon.
3. **Authority**: People respond to persuasion more often when they believe in the power or credibility of the presenter.
4. **Consistency**: Create a sense of regularity, commitment and comfort. Make people feel comfortable and they will say yes to things that they might normally reject.
5. **Likability**: People will be persuaded much more often by people with whom they feel a *similarity*, a *cooperation* or who *compliment* them.
6. **Consensus**: Persuade people by showing them what *other* people are already doing and that they *should also* do.