Pictogram of Persuasion
Persuasion Tool Kit

Blair Warren
"People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies."

Roy Garn
Money
Romance/Sex
Self Preservation
RECOGNITION

Elmer Wheeler
Watch Your Bark
Not If - But Which
Say It With Flowers
Sell Sizzle - Not Steak
Don’t Write - Telegraph

Robert Cialdini
Reciprocity
Commitment - Consistency
Social Proof
Liking
Authority
Scarcity
Unity

Drew Eric Whitman
Survival, enjoyment of life, life extension
Enjoyment of food/beverage
Freedom from fear, pain, and danger
Sexual companionship
Comfortable living conditions
To be superior, winning, keep up with the Jones’s Care and protection of loved ones
Social approval

What You Know
Age - Sex - Gender
Location - Passions
Group Associations
Buying History
Hangouts

What Are Preoccupations?
Sex - Romance - Love
Self Preservation
Ego - Recognition
Past - Future
Now!

INTERSECTION
Of Your Knowledge and Their Desire/Preoccupation
Quick/Easy/Love/Money
"Elevator Speech"

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