

The 7 Persuasion Tactics Cheat Sheet

1. Reciprocity

When someone does something nice for us, a strong inner prompting tells us we now need to do something nice for them in return.

2. Commitment and Consistency

Once we commit to something, we feel a deep need to stay consistent with that commitment.

3. Social Proof

We are strongly influenced by the thoughts and opinions of our peers.

4. Liking

If we like someone, we are more likely to be persuaded by them.

5. Authority

We tend to obey authority figures. (And a uniform or title is enough to be considered an authority figure!)

6. Scarcity

Scarce resources increase competition, and competition increases desire.

7. Unity

We tend to psychologically (and then physically and emotionally) categorize ourselves into groups with shared identities. When someone is part of that category with us, we believe they are "one of us," and we are more inclined to help and support them.

Source: <https://axerosolutions.com/blogs/timeisenhauer/pulse/394/persuasion-at-work-how-to-create-a-better-workplace>