



A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion"

By eBokkos

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A comprehensive mind map of Robert B. Cialdini's "Influence: The Psychology of Persuasion" By eBokkos

Influence explains why people say "yes" - and how to apply this knowledge.

This schematic eBokkos summary helps you quickly to understand the key principles and ideas so that you can apply them in your business or your personal life to get your message across. It also helps you to uncover and to defend against compliance tactics.

Each of the six key principles is represented in a full page high resolution mind map including explanatory notes and a "How to say no" to help you resist any compliance tactics.

In addition the entire mind map (7065px in height and 4467px in width at 212dpi) is included which is however best viewed on devices larger than the standard Kindle Paperwhite or even better on any of the large scale posters (format A0, A1, A2, A3, printed on 190gsm Premium Photo Satin paper available on ebokkos.com), "Because a picture is worth a thousand words."

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There is a fine line between influence and manipulation. Dr. Cialdini has uncovered and researched six basic principles of influence.

1. Reciprocity

People tend to return a favor.

In one experiment it was found that people bought twice as many raffle tickets from a stranger if he first gave them a can of Coke.

Krishna members give you a flower before asking for a donation.

The power of the "free gift" makes you want to give something back or buy something in return, e.g. the cubes of cheese in food halls, wine tastings, the Tupperware party.

A more subtle version comes when one feels bound to respond to a concession. "Will you buy my raffle tickets for \$10?" "No" "Will you but two chocolate bars for \$2?" Often we feel we should reward the concession of the requestor sometimes just to get rid of him.

The most stunning example given concerns the Watergate break-in. Apparently Liddy first presented an absolutely outrageous plan. When he was told "no" he later came back with a less costly but still outrageous plan. After a second "no" he finally came up with a stupid but even less expensive plan which several apparently sane men approved.

2. Commitment & Consistency

People tend to be consistent and honor a commitment.

Car salesmen exploit this trait by making fantastic offers in order to make a customer decide to buy a car. After some paper work, the customer is unlikely to want to flake out on the deal even if the price balloons, because of a "mistake".

Telephone marketers routinely ask: "How are you feeling this evening, Mr Jones?" Apparently, once you have said you feel fine, it is hard to refuse to give to the anti-cancer fund or to help a third-world orphan, even though the initial question and answer were for all appearances a stylized exchange.

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