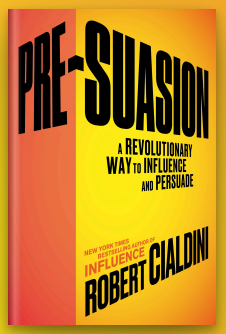
PRE-SUASION

PRE-SUASION, N.
"the process of arranging for recipients to be receptive to a message before they encounter it"

A REVOLUTIONARY WAY TO INFLUENCE AND PERSUADE



AUTHOR OF INFLUENCE · 2016
ROBERT CIALDINI

THE BIG IDEA

"what we present first changes the way people experience what we present to them next"

The best persuaders don't win on the message alone. They set up a **privileged moment**: *"the window of opportunity following a pre-suasive opener, when a proposal's power is greatest"*. You can watch for these moments or make them; making them is *"more perilous, from an ethical standpoint"*.

The book's claim: the factor that decides a choice is often not the wisest one but the one *"elevated in attention"* at the moment of decision. Beliefs don't have to change first. What is new since *Influence* is timing: *"Oh, the moment!"*

"who we are with respect to any choice is where we are, attentionally, in the moment before the choice"

OPENERS THAT WORKED

29% → 77% agreed to do a survey once first asked *"Do you consider yourself a helpful person?"*

33% → 76% gave an email address for a new soft drink sample after *"Do you consider yourself to be somebody who is adventurous and likes to try new things?"*

The million-dollar joke. Facing pushback on price, a consultant said just before naming his $75,000 fee: *"As you can tell, I'm not going to be able to charge you a million dollars for this."* The client: *"Well, I can agree to that!"* No further talk of the price; contract signed.

Clouds on a website. Fluffy clouds on a furniture site's wallpaper made shoppers rate comfort as more important and lean to comfortable sofas.

PART 1
ATTENTION IS IMPORTANCE

"Nothing in life is as important as you think it is while you are thinking about it." — Kahneman

What's focal is causal. We assume whatever we are focused on is the cause. So in a police interview, *"find the camera in the room"* and move your chair so the recording shows both faces equally.

Grabbing attention, the attractors: *"the sexual, the threatening, and the different"*.

Holding it, the magnetizers: *"the self-relevant, the unfinished, and the mysterious"*. Unfinished tasks stick in mind (the Zeigarnik effect).

PART 2
ASSOCIATION DOES THE WORK

"In the family of ideas, there are no orphans."

Every opener drags related ideas along. Choose words, images and metaphors with the right associations, and keep things easy to process: *"to make it climb, make it rhyme"*.

"There is a geography of influence." Places carry cues, so fill your surroundings with cues tied to your goal.

Plan with **if/when-then** statements: when a cue appears, a set action follows. Pre-suasion works because *"they fire when readied"*.

ETHICS & AFTER
USE IT HONESTLY

The tactics *"can be structured to fool and thereby exploit others. But they can also be structured to inform and thereby enhance others."*

An unethical work culture breeds three "tumors": poor employee performance, high turnover, and employee fraud.

"those who cheat for you will cheat against you"

Make it last. Pre-suasive effects fade. Lock them in with active, effortful, voluntary commitments, and with cues that remind people later.

PART 3 · SIX MAIN ROADS TO CHANGE, PLUS A SEVENTH

RECIPROCATION
"People say yes to those they owe." Give first, and make it *"meaningful, unexpected, and customized"*.

LIKING
"people say yes to those they like". Point out real similarities; give genuine compliments.

SOCIAL PROOF
People follow what others like them do. Honestly name what is most popular.

AUTHORITY
"The messenger is the message." Mention a weakness early, then pivot to a strength.

SCARCITY
"We want more of what we can have less of."

CONSISTENCY
We want to stay consistent with what we have said and done. Ask "okay?" and pause for a yes.

UNITY
"Put simply, we is the shared me." Shared identity, not mere similarity.

BUILDING UNITY

Being together: family and place (home, locality, region).

Acting together: moving or singing in sync, taking turns, co-creating. Asking for advice turns people into partners: *"if we get that advice, we usually get that accomplice"*.

His top example. In 1941 Japan's High Command asked two rabbis why it should side with the Jews against the Nazis. Rabbi Kalisch's reply, the most impressive persuasion Cialdini says he has encountered: *"we are Asian, like you."*

USE IT MONDAY

- Before a request, ask a question that brings the right trait to mind.
- Name a large number before your price.
- In meetings, sit across from the key person, where they can see you.
- Open a talk or lesson with a mystery.
- Close reminders with "okay?" and wait.

CIALDINI'S CAVEATS

- *"No persuasive practice is going to work for sure whenever it is applied."*
- *"Any practice that pulls attention to an idea will be successful only when the idea has merit."*
- The window of opportunity closes; the effect is temporary.
- Making moments, rather than spotting them, is the ethically riskier path.

PRE-SUASION

"To persuade optimally, then, it's necessary to pre-suade optimally."