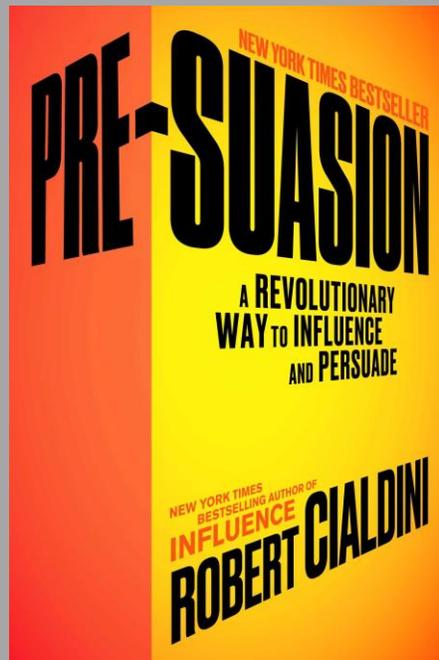


# Matthew Mottola

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## PRESUASION





Let's Connect!

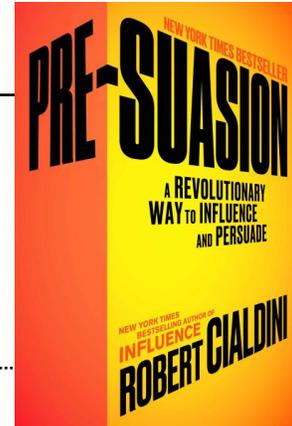


## Pre-suasion, Robert Cialdini Ph.D

My Rating (From 0-5)



Complexity (From 0-10)



### Summary

What if you could get someone to say yes before you actually said anything?

This is precisely what this book will teach you, how to “pre-suade” your audience to love what you have to say before you even say it.

### My Takeaway

We’ve all heard the claims that communication is more about how you say it versus what you say. This book goes a step further to explain to us how we can stack the deck in our favor before we even say a word.

The principles aren’t too deep, and quite frankly there were many parts that it was a struggle to stay interested, but this book does a good job introducing you to the power of pre-suasion.

## Lesson 1: Single-Chute Questions

Is there a difference between asking someone if they feel happy vs. unhappy?

According to Cialdini, this is a **positive test strategy**, and there's a major difference since **people focus on what is present versus what is missing**. This means that if you ask people if they're unhappy, they'll be finding answers based on the presence of unhappiness instead of happiness.

The book points to a study on college students in which half were asked if they were happy with their social life while the other half asked if they were unhappy. Remarkably, the second half were 375% more likely to be unhappy.

So what's the application?

The application is to use these simple chute questions to influence how a person pictures themselves before they make a decision.

For example, communication scientists San Bolkan and Peter Andersen tested this out by trying to convince test subjects of a new soft drink to provide their email. Before the pitch, some were asked if they were adventurous, while others were asked nothing. Of those asked if they were adventurous, 75.5% provided an email while only 33% not asked the question gave an email.

## Lesson 2: Attention Means Relevance

We all know we tend to exaggerate things we give most of our attention to. But according to Cialdini, this also applies to the amount of relevance we give to things. For example, the timing of asking the question "Name the two most important events in the past 70 years". Two weeks before the 10<sup>th</sup> anniversary, 30% of participants answered with the tragedy. A few days before the anniversary this jumped up to 65%, but two weeks after it went back down to 30%. Why? Because **we give relevance to things that catch our attention**, and the increased coverage a couple days before merited us to consider it more relevant.

Although it may seem like common sense, it can badly mislead us as our responses will differ depending on how much attention something is given.

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

– Daniel Kahneman

### Lesson 3: Overvaluing What is Visible

We all generally apply more weight to what is apparent/visible.

What does this mean? Think if we were to offer people money to cut in line. On the surface, the more money we pay, the more people are willing to pay. It seems simple to point to money as the point of influence. But what if we never actually exchange the money?

For economist Felix Oberholzer-Gee, this is exactly what he did, and the more he offered the more he was able to cut....but there was a catch – he never actually gave them the money. What this shows us is **that it wasn't the money that influenced people, it was the apparent need that money portrayed**, and the more he offered, the more it seemed like he needed the spot.

The deeper takeaway is that **what's visible usually isn't what is holding the majority of influence**. The second example is with CEO's, and how people point to CEO's for company performance when in reality the CEO has very little to do with it.

### Lesson 4: Word Choice

We are all suckers to the words used to describe/communicate things, since each word holds a plethora of mental associations that trigger specific images/elements for the reader.

Generally people believe language is used to convey a message, but the author challenges us to think of language as a way to influence. Under this new assumption, **language isn't just used to convey a message, but to load a message with the right language in accordance with the mental associations they already hold so that the reader takes action the way you want them to**.

One study in the book had users arrange scrambled words into sentences then to choose the level of intensity for shocks that an unseen person was going to receive. One group had aggressive words in the scramble while the other didn't, and in the next shock intensity test the aggressive group decided upon shock levels that were 48% higher than the other group.

“Just as amino acids can be called the building blocks of life, associations can be called  
the building blocks of thought”

### Lesson 5: External and Internal Geography

Our environments play an enormous role in influencing our work.

### ***External Geography***

We all would prefer an office overlooking a beach versus a brick wall. This preference isn't just a preference, it physically effects how we work.

For example, a consultancy firm focused on creating incentive programs that rewards employees for reaching certain goals noticed employees always performed better when in a working space such as a conference room with glass walls that exposed them to always seeing the employees they were creating the incentive programs for.

### ***Internal Geography***

Just as important as the external environment is the attitude and mood you're in, and this is directly related to the external geography you're in. For example, the author showed how math tests for girls significantly improved when in a room of all girls versus girls and boys. The reason was that girls were affected by the belief that boys were better at math than them, creating internal chaos in loss of confidence. When the external geography was transformed to all girls, it removed the loss of confidence and significantly improved math scores.



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