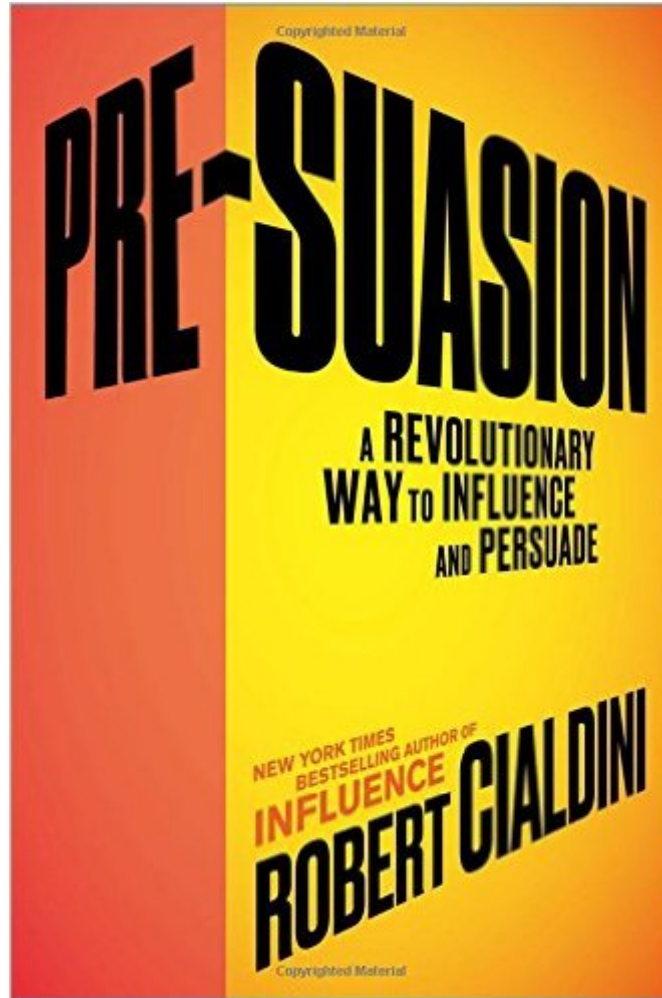


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Pre-Suasion: A Revolutionary Way To Influence And Persuade



Synopsis

The author of the legendary bestseller *Influence*, social psychologist Robert Cialdini shines a light on effective persuasion and reveals that the secret doesn't lie in the message itself, but in the key moment before that message is delivered. What separates effective communicators from truly successful persuaders? Using the same combination of rigorous scientific research and accessibility that made his *Influence* an iconic bestseller, Robert Cialdini explains how to capitalize on the essential window of time before you deliver an important message. This â€œprivileged moment for changeâ€• prepares people to be receptive to a message before they experience it. Optimal persuasion is achieved only through optimal pre-suasion. In other words, to change â€œmindsâ€• a pre-suader must also change â€œstates of mind.â€• His first solo work in over thirty years, Cialdini's *Pre-Suasion* draws on his extensive experience as the most cited social psychologist of our time and explains the techniques a person should implement to become a master persuader. Altering a listener's attitudes, beliefs, or experiences isn't necessary, says Cialdini â€œall that's required is for a communicator to redirect the audience's focus of attention before a relevant action. From studies on advertising imagery to treating opiate addiction, from the annual letters of Berkshire Hathaway to the annals of history, Cialdini draws on an array of studies and narratives to outline the specific techniques you can use on online marketing campaigns and even effective wartime propaganda. He illustrates how the artful diversion of attention leads to successful pre-suasion and gets your targeted audience primed and ready to say, â€œYes.â€•

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Customer Reviews

I am among those who have waited more than three decades since Robert Cialdini's classic, *Influence*, was first published in 1984 but updated since. It remains the definitive source for what is now referred to as the psychology of persuasion. When he was asked why it took him so long to write another, he replied, "I never had an idea big enough. I didn't want to plant a set of bushes around the tree that is *Influence*. I wanted to plant another tree." Indeed he has. Most of the best works of non-fiction are evidence-driven and that is certainly true of this one: 91 pages are devoted to Cialdini's references and another 67 pages are devoted to his notes. The Lincoln comment about sharpening an axe helps to explain why Cialdini wrote *Pre-Suasion*. Obviously, Lincoln stresses the importance of preparation as does Sun Tzu in *Art of War* when asserting that every battle is won or lost before it is fought. Cialdini focuses the preparation for what he characterizes as "privileged moments." That is, identifiable points in time when an individual is particularly receptive to a communicator's message. With all due respect to mastering the skills when acting on the six principles that Cialdini discusses in *Influence*, it is nonetheless imperative to apply them when they will be most effective: during a privileged moment, when channeled attention can lead to pre-suasion. All this is thoroughly explained in Chapter 3.

Which messages cause people to comply? Robert Cialdini's new book addresses this question. *Pre-Suasion* is a revolutionary way to influence and persuade. Pre-suasion operates by creating favorable conditions a few moments before trying to influence. This is a powerful book, and not without its ethical concerns. I'll get to that in a minute. A conjurer intentionally misdirects an audience's attention. Dr. Cialdini explains how attention works, how it can get diverted, and how it can be maintained. There is such a thing as a geography of persuasion. Cues in the environment subliminally influence our future actions. Control those cues and you're much more likely to persuade. *Pre-Suasion* is filled with examples of how this works. Dr. Cialdini's book, *Influence*, was published over thirty years ago, and has now sold over three million copies. At that time, he made the case for how readers can become aware of how they are being manipulated, rather than advocating use of the book for unethical practices. *Pre-Suasion* poses more of a problem. An uncomfortable truth is that many people will cheat if they think they won't get caught. Dr. Cialdini cites a pair of global surveys that revealed how "uncomfortably large numbers" of senior business leaders know of the value of their company's reputation, yet if they feel they can get away with it, they will behave unethically. He writes, "It's therefore a legitimate concern that publication of the information might enlighten certain unethical organizations about how to trick

people into assent more effectively. • This makes Pre-Suasion a dangerous book. Dr. Cialdini attempts to soften this harsh reality by showing data on how dishonesty undermines organizational profits. There are no easy answers here.

In his now-classic "Influence", Robert Cialdini tagged along with vacuum salesmen, car dealers and other persuasion professionals to come up with the six psychological principles that were "deployed routinely in long-prospering influence businesses" -- reciprocation, liking, social proof, authority, scarcity, and consistency. Those principles are still solid gold. Prof Cialdini once again gets his hands dirty to uncover an even deeper level of influence: how to make compliance almost a foregone conclusion through what happens *before* the pitch -- or "pre-suasion, the process of arranging for recipients to be receptive to a message before they encounter it." Some of its principles:

- Privileged moments: timing is huge. Get people at the right time, and compliance goes way up.
- Channeled attention: things that you pay attention to automatically become more important. Channel attention to get results.
- Primacy of associations: change the associations around a concept -> change the behavior.
- Persuasive geographies: location predisposes to behavior, e.g. you're going to run more often if you live close to a park.

The book is full of fascinating anecdotes illustrating the persuasive strategies that make you think at once "Holy cow that's like voodoo" and "Geez I'm glad I know about this so I don't fall for it" and "Y'know, I just may have to use that one someday." Jim, the top home alarm salesman would "forget" something from his car at the same point in every sales presentation, then get the homeowner's house keys "to let himself out." Now they implicitly trusted him *'cause he's got their house keys*. Cult recruiters ask people "Are you unhappy?" to get them to focus on their dissatisfactions.

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