Career Resources HW – Principles of persuasion.

## Reciprocity:

## Help people.

## Do favours.

## Or, generally speaking, gain owed-to-you social obligations.

## Scarcity:

## Limit time a potential customer has to purchase a product of yours within.

## Create special offers that would seem one of a kind so that a potential customer would not want to miss their opportunity.

## Authority:

## Use promising headline that would raise a potential customer’s trust to a product of yours (e.g., “recommended by scientists”).

## Stick to trustworthy appearance (e.g., socially defined prestigious clothing, accessories).

## Consistency:

## Since humans tend to stick with whatever they have already chosen before (e.g., a product, a shop, a bank), it is reasonable to reward a potential customer so that they would feel your appreciation for their time investment in your product.

## To start from an offers that would lure a potential customer by its demand and affordability so that they would get used to your brand and keep being stuck to it later on.

## Liking:

## Use your social power to build trusting relationships by complimenting them, behaving in a friendly way.

## Show them that you can relate to them that would build this feeling of you understanding them.

## Consensus:

## Create highlines that consist of an example of social proof (e.g., better to use “70% of our customers tend to purchase eco-friendly products” than “using eco-friendly products is better for our environment”).

## Approval of experts will help you raise your potential customers’ interest to your product (e.g. “60% of dentists use our products in their work”).

-Sofya Aksenyuk, WIiT, AI, 3rd Semester, SI4, 150284