In General

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| **What to do** | **Illustration** |
| Ask them a question that requires them to say yes or agree with you. | Mark is your name?  Then copy body movement and language when they say yes  Marketing can be a conundrum?  Copy body movement and language when they say yes  After the fifth  Give your command  Remember:  Use words like   1. notice, 2. because, 3. you understand |
| During negotiations | 1. Be empathetic or rather pretend, humans love this 2. Then ask, how am I supposed to deal with this or |
| Basic steps | 1. Pretend to be genuinely interested in their passions (Humans love this) 2. Ask them for advice on what they are passionate about. 3. Give them honest appreciation for their effort. |
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Marketing

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| **What to do** | **Illustration** |
| From the book fast and slow | 1. Frequent exposure, the more exposed the more trusting 2. Loss aversion. Humans will do more to avoid a loss than make a gain. |
| During negotiations | 1. Be empathetic or rather pretend, humans love this 2. Then ask, how am I supposed to deal with this or |
| Basic steps | 1. Pretend to be genuinely interested in their passions (Humans love this) 2. Ask them for advice on what they are passionate about. 3. Give them honest appreciation for their effort. |
| Start campaigns with ehy you do it. |  |
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