

**WHY DO  
YOU BUY  
A PRODUCT?**






# Influence: The Psychology of Persuasion

## Cialdini's 6 Principles of Persuasion

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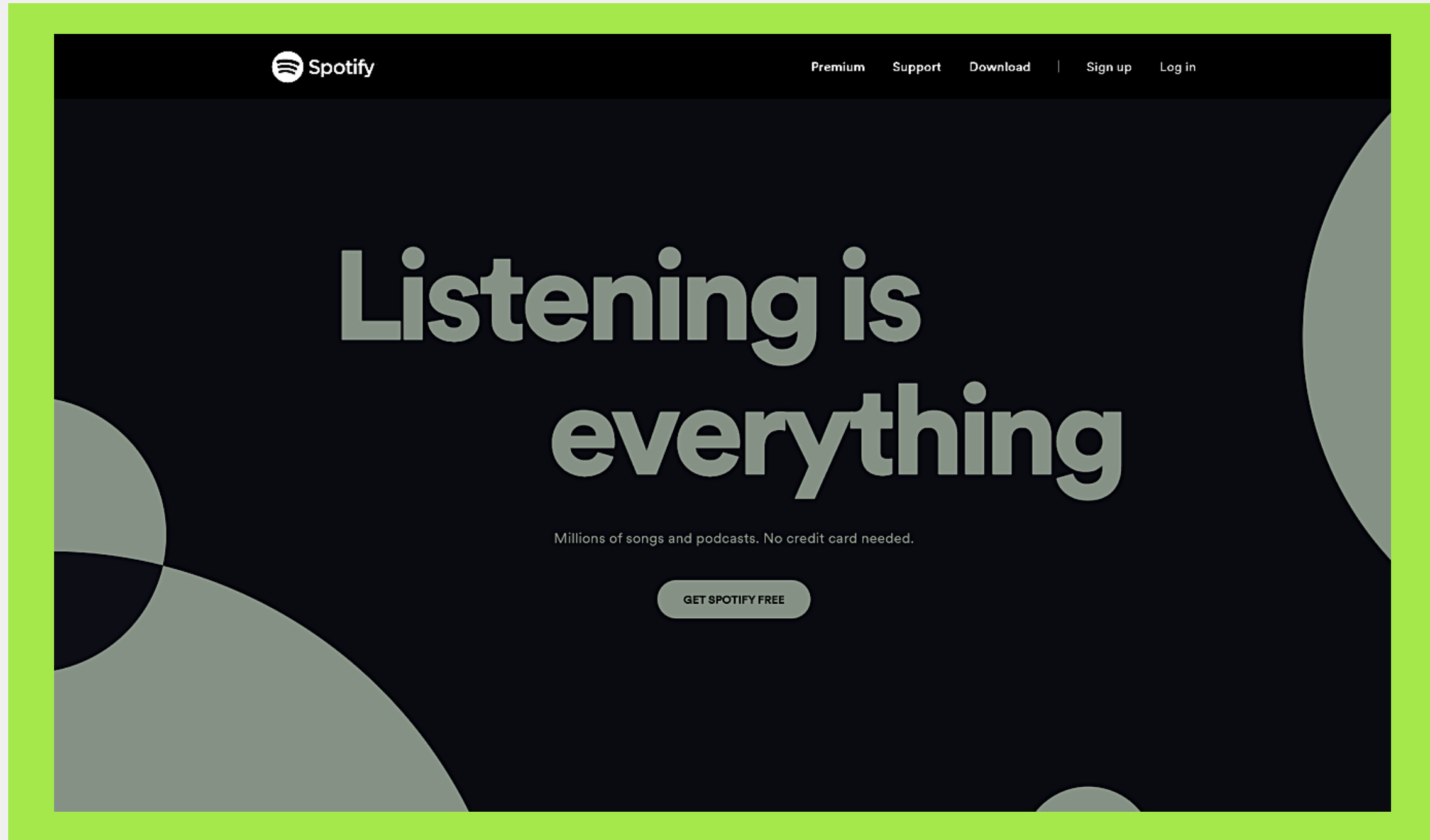
# RECIPROCITY



*In most social situations, we feel the need to pay back what we have received from other people. We have a sense of fairness and the tendency to want things to be equal.*

01

Spotify gives away the first month free for their subscription service.



# EXAMPLE - 01

# 02

*The principle of commitment declares that humans have a deep need to be seen as consistent. As such, once we've publicly committed to something or someone, we're much more likely to go through and deliver on that commitment.*

## COMMITMENT CONSISTENCY



# EXAMPLE - 02

Dunkin' Donuts held a Halloween contest, which required participants to decorate their cups in any way they liked. The 5 most innovative designs were awarded a \$100 gift card.



# 03

## SOCIAL PROOF

*Humans are social by nature and generally feel that it's important to conform to the norms of a social group. This means that when it comes to decision making, we often look around us to see what others are doing, before making our mind up.*



# EXAMPLE - 03

## EXPERT AND CELEBRITY APPROVAL

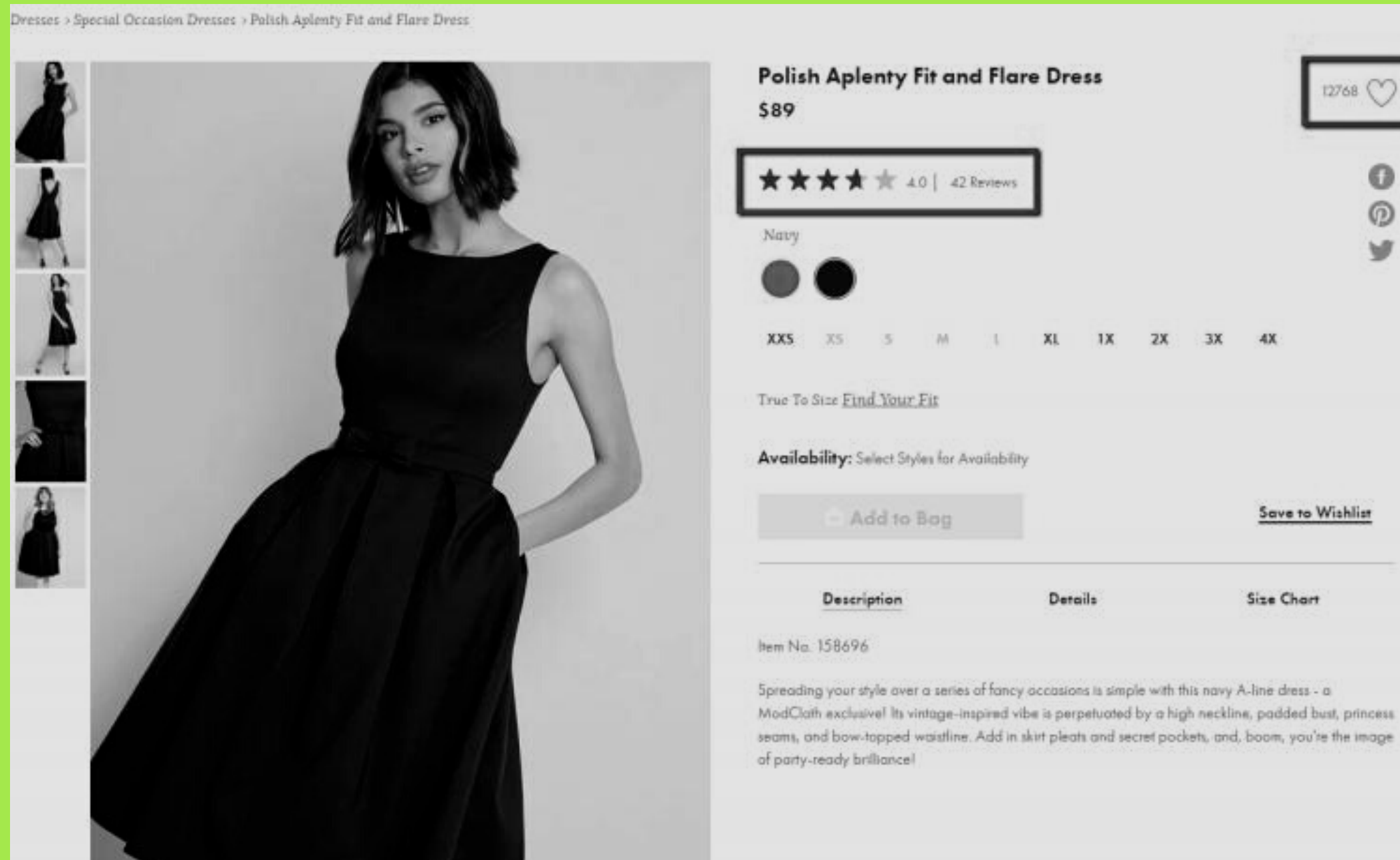
Someone who is followed by as many people as possible can publicly support the product.

## BIG CROWDS

Numbers such as, “10,000 units sold already!” or a lot of likes are powerful factors.

## PEER REVIEW

Word of mouth recommendations are also effective.





*People tend to respond more favorably to requests from people we like. We perceive the information they give us as more credible.*

04

LINKING

## - WHAT AFFECTS OUR PERCEPTION

# 04

### **PHYSICAL ATTRACTIVENESS**

Attractive models standing beside expensive sports cars make the car itself seem more attractive.

### **SIMILARITY**

We trust those who are like us, who has similar interests, opinions, personality, background.

### **COMPLIMENTS**

We love to receive praises, and tend to like those who give it.

### **CONTACT AND COOPERATION**

We appreciate working together and with others.

### **CONDITIONING AND ASSOCIATION**

Brand must be associated with an ideal that the customers can relate to and support.

*People follow authority figures  
by default, automatically  
believing that they know what  
they're doing.*

**AUTHORITY**



## "How I Get 30-50 High Ticket Coaching And Consulting Clients Every Single Month With Predictability Down To The Dollar And Day "



### EXCLUSIVE FREE TRAINING WITH SAM OVENS:

- Why You Need A Niche And A "Proof Of Concept"
- The Secret Weapon Of ALL 7 Figure Coaches & Consultants
- The Simple 2 Step Funnel To Get High Ticket Clients

**YES! RESERVE MY SEAT NOW**

*100% FREE - Next Class Is Starting TODAY!*

# EXAMPLE - 05



# 06

*The less of something there is, the more people tend to want it. This holds true for experiences as well as for material products. There's not really much more to say about this one.*

## SCARCITY

# | SCARCITY | FOMO | EXCLUSIVITY |

People attach more value to things that are few in quantity.

## **Limited-number**

Item is in short supply and won't be available once it runs out.

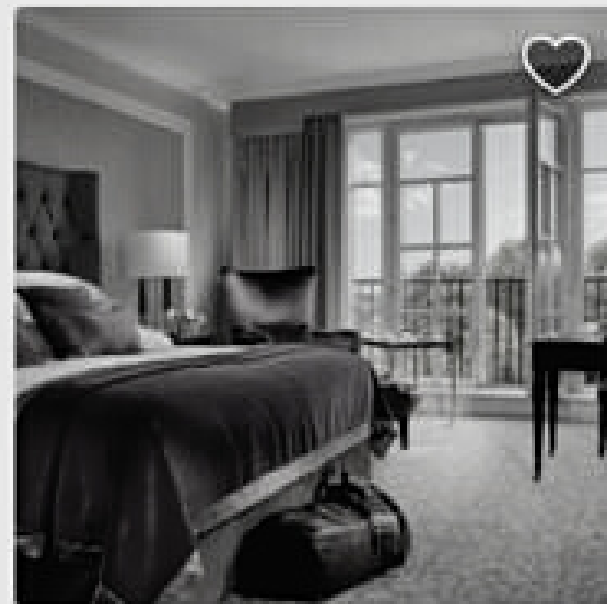
“In high demand – only 4 rooms left on our site!”

## **Limited-time**

Item is only available during that time period.

“Only today 45% off.”

# EXAMPLE - 05



## InterContinental Dublin

[Ballsbridge, Dublin](#) · [Show on map](#) · 2.1 miles from center

Booked 2 times for your dates in the last 24 hours on our site

### Intercontinental Deluxe Room –

1 king bed

Only 6 rooms left on our site!

Excellent  
486 reviews

8.9

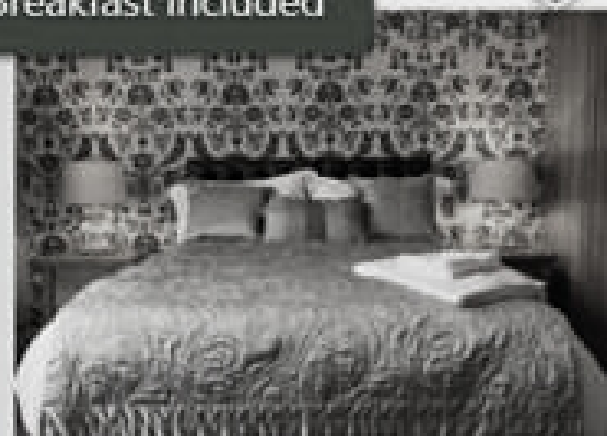
10 nights, 2 adults

\$3,360

Booking.com offer  
FREE airport taxi

See our last available rooms >

Breakfast included



## Sea View D4

[Ballsbridge, Dublin](#) · [Show on map](#) · 2 miles from center

### Deluxe Double Room –

1 queen bed

Only 1 room left on our site!

Risk Free: You can cancel later, so lock in this great price today!

Exceptional  
93 reviews

9.5

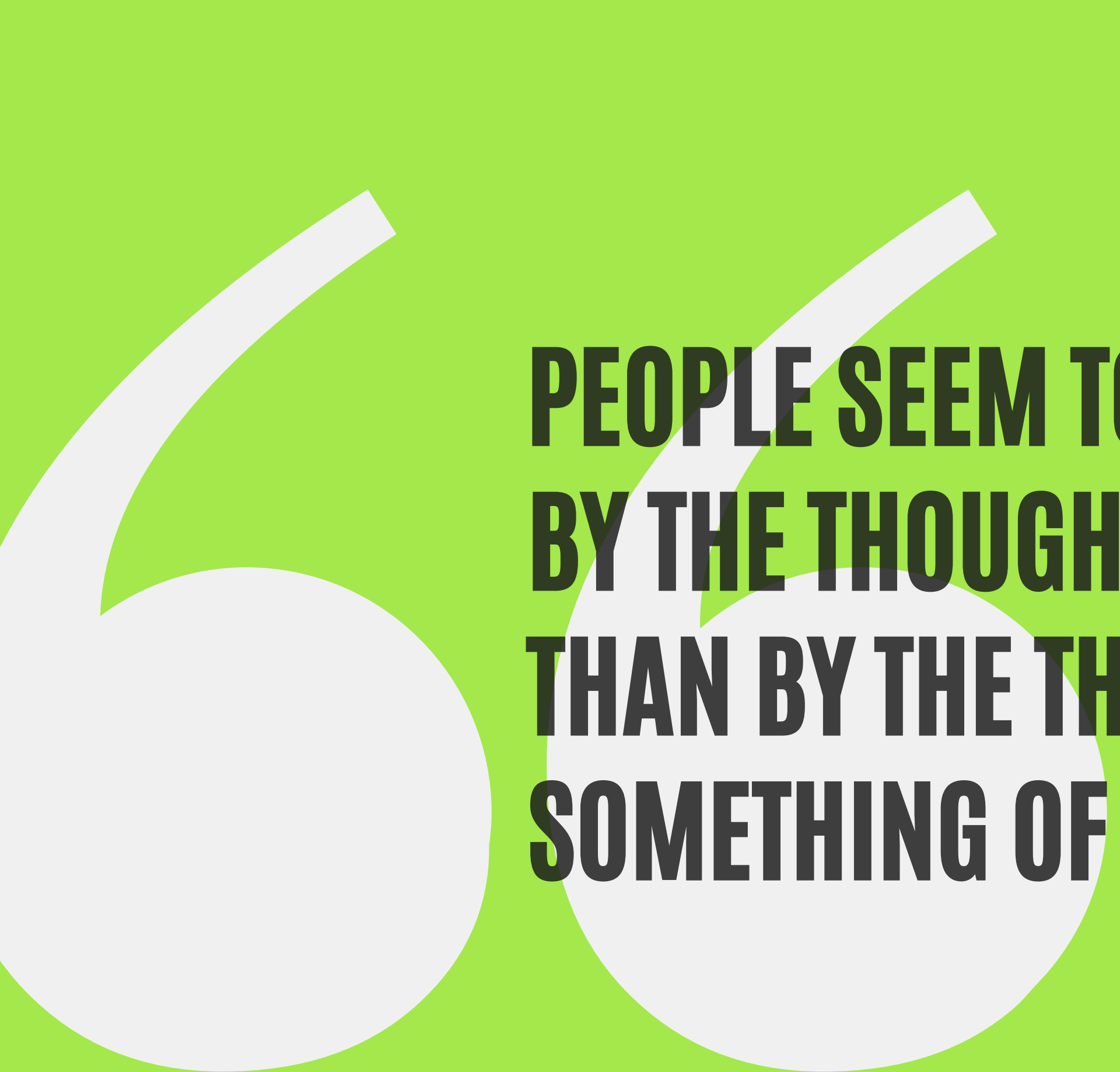
Location 9.3

10 nights, 2 adults

\$2,514

Breakfast included  
FREE cancellation  
Booking.com offer  
FREE airport taxi

See availability >



**PEOPLE SEEM TO BE MORE MOTIVATED  
BY THE THOUGHT OF LOSING SOMETHING  
THAN BY THE THOUGHT OF GAINING  
SOMETHING OF EQUAL VALUE..**

***-ROBERT B. CIALDINI***



**SO THIS IS WHY  
YOU BUY PRODUCTS.**

**INFLUENCE**

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PRESENTER Yanina Nikoghosyan