

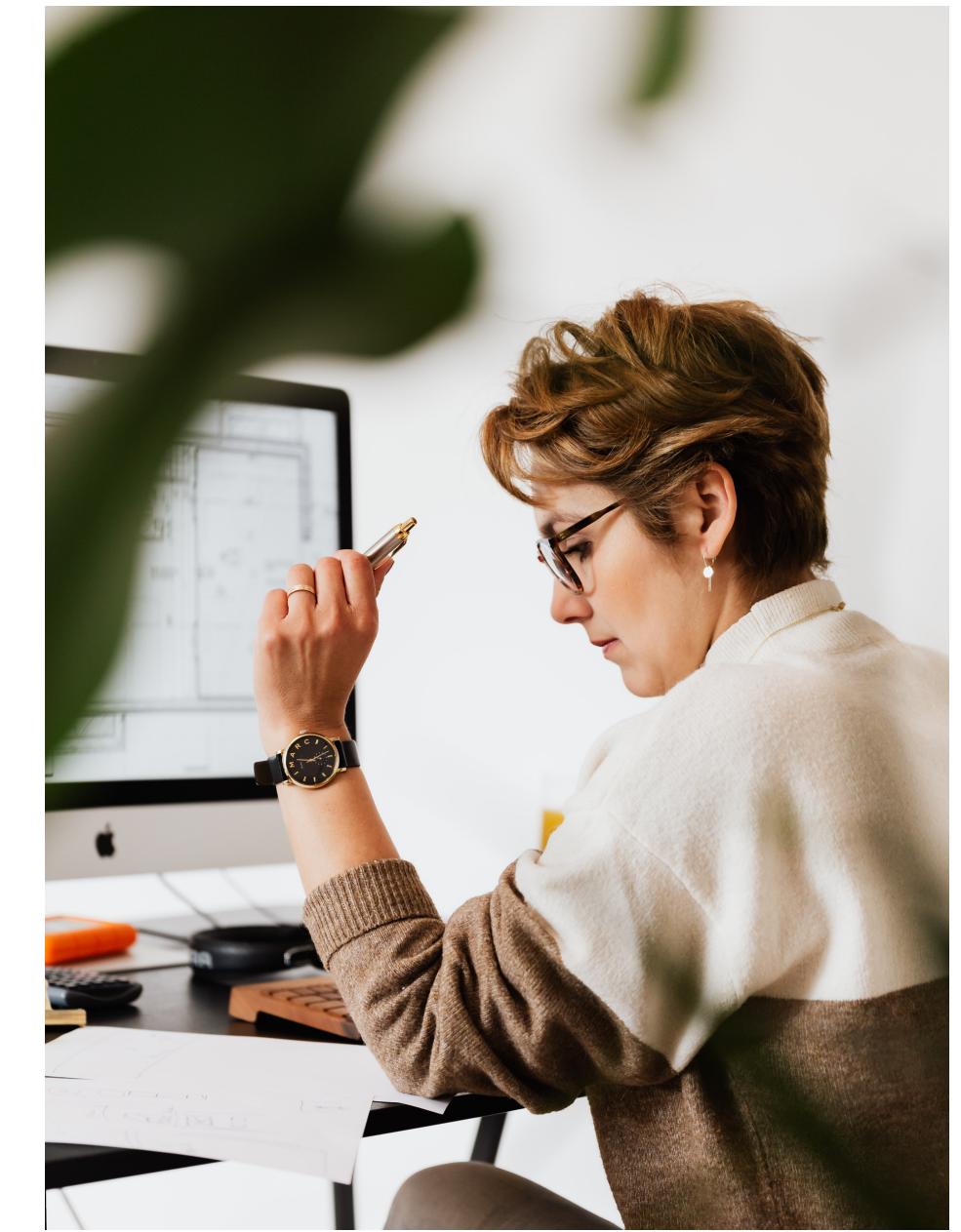
**PSYCHOLOGICAL
STRATEGIES**



7 MOST EFFECTIVE



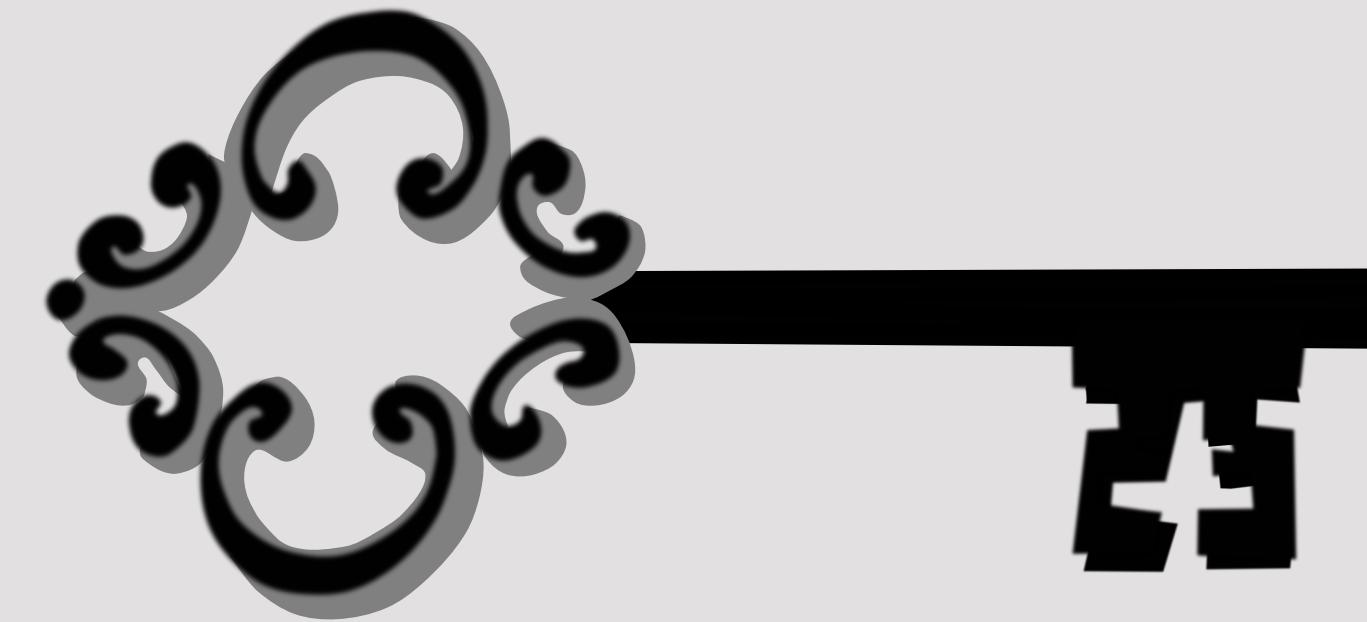
**OF ALL
TIME**



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NOW GET WHAT YOU WANT IN
PROFESSION AS WELL AS IN PERSONAL
LIFE

KEY IS HERE



YOU NEED TO
FIND THE
LOCK

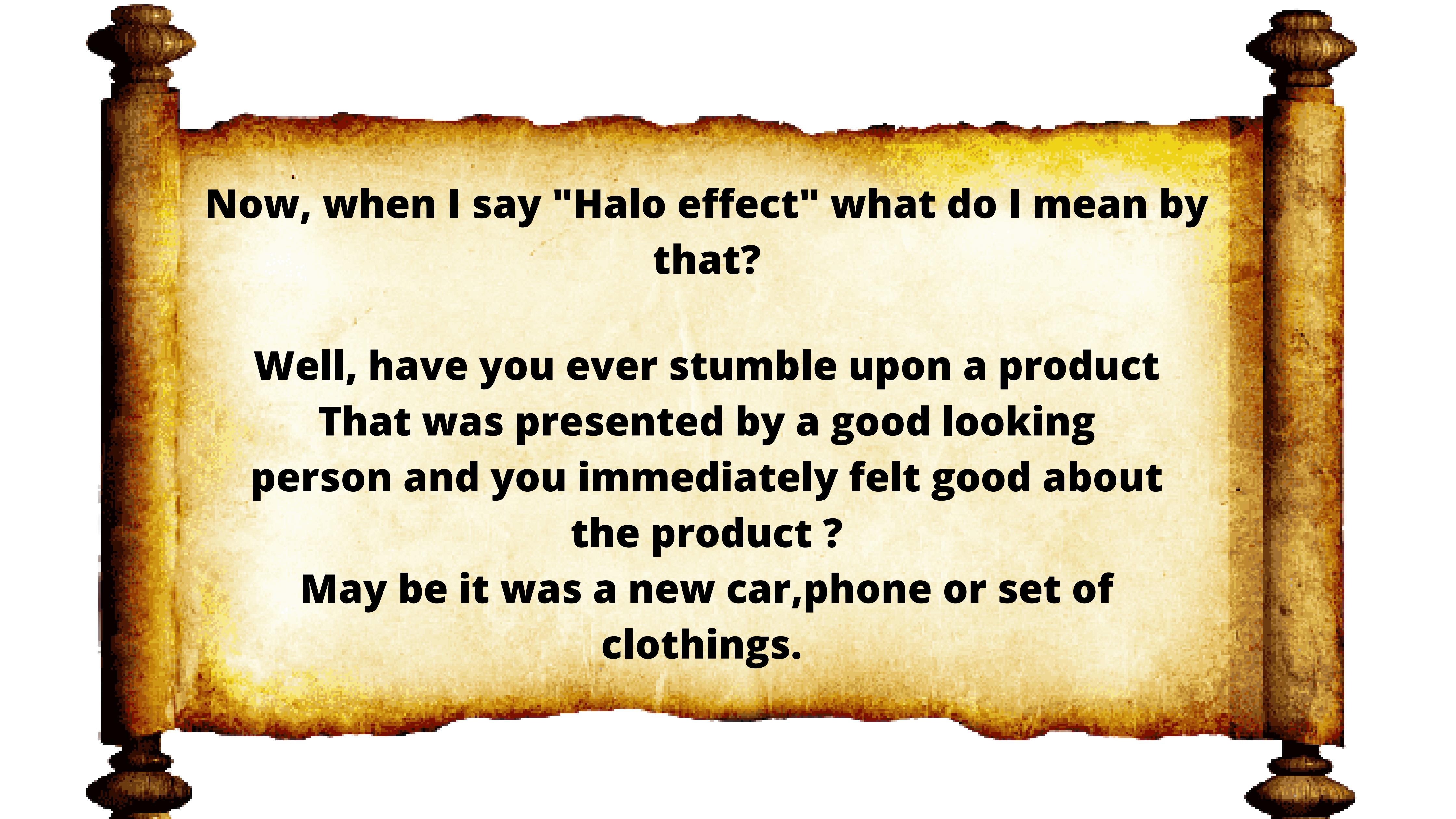
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7 MOST EFFECTIVE PSYCHOLOGICAL STRATEGIES OF ALL TIME

1

The Halo Effect

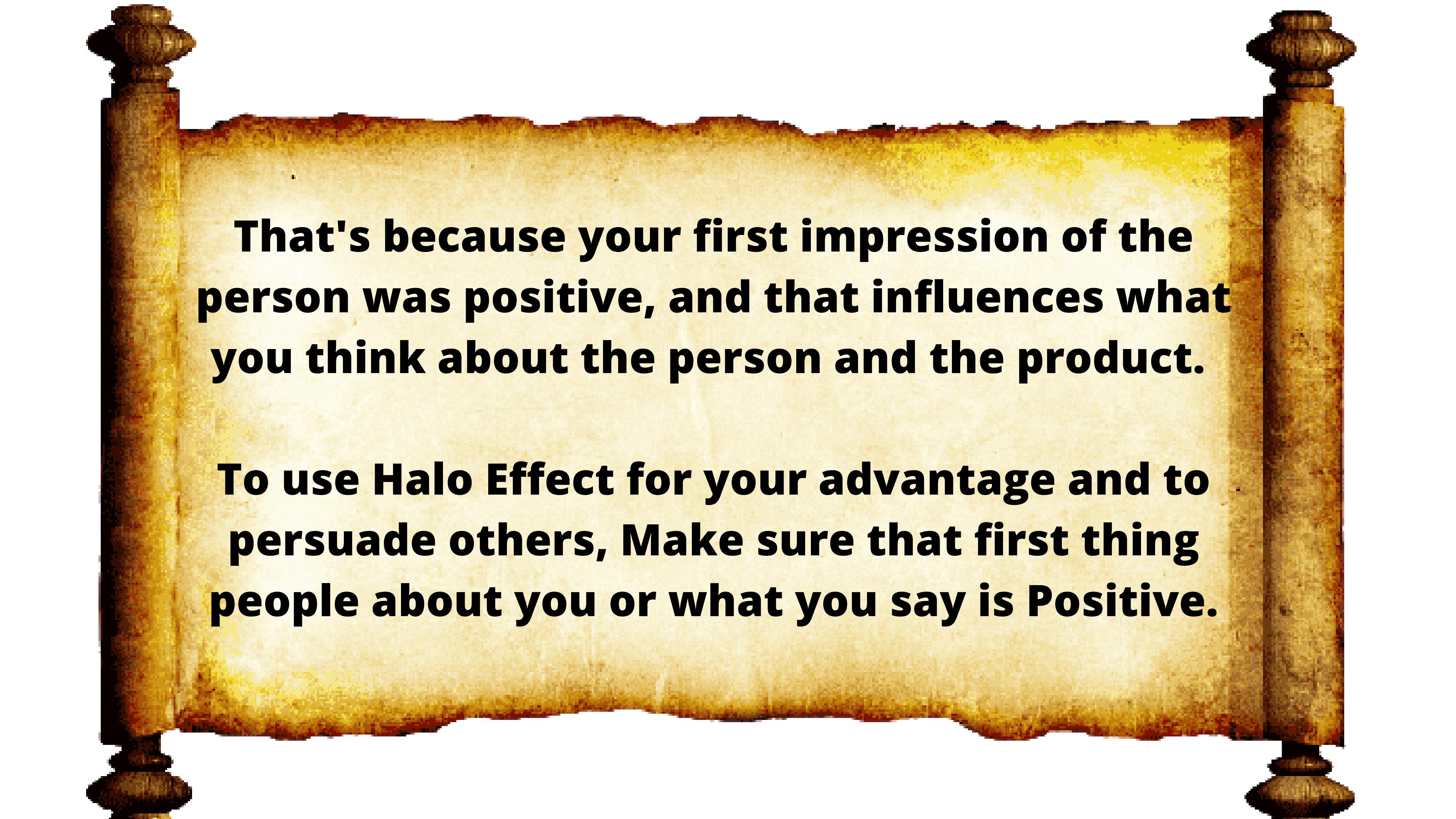




**Now, when I say "Halo effect" what do I mean by
that?**

**Well, have you ever stumble upon a product
That was presented by a good looking
person and you immediately felt good about
the product ?**

**May be it was a new car, phone or set of
clothings.**

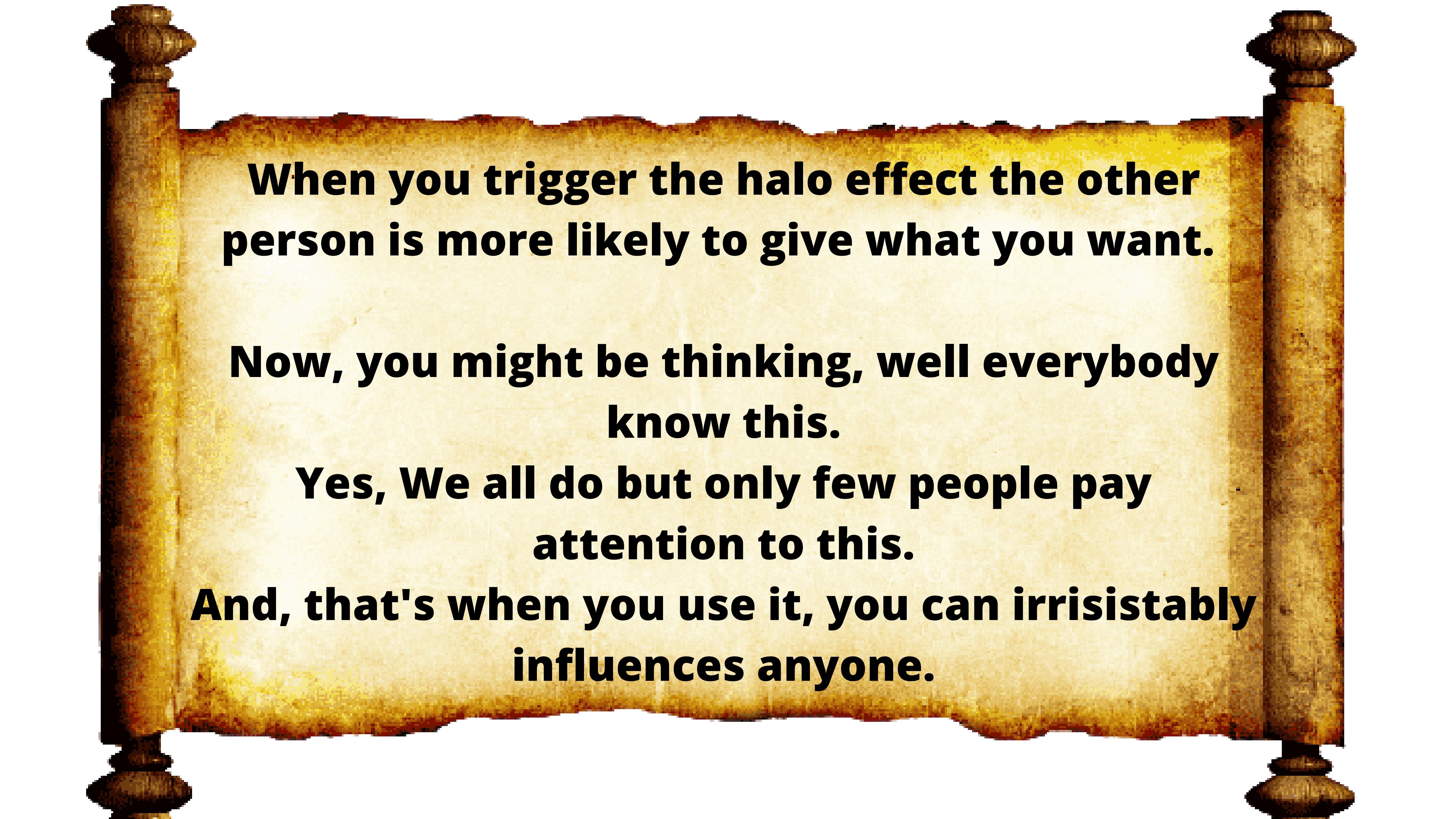


That's because your first impression of the person was positive, and that influences what you think about the person and the product.

To use Halo Effect for your advantage and to persuade others, Make sure that first thing people about you or what you say is Positive.

**For example, If you are meeting a new person
or you are at an interview, Make sure to dress
to impress.**

**Now halo effect has started Positively.
And when you following it up by saying nice
thing with smile, the person will have positive
view on you.**



When you trigger the halo effect the other person is more likely to give what you want.

Now, you might be thinking, well everybody know this.

Yes, We all do but only few people pay attention to this.

And, that's when you use it, you can irresistably influences anyone.

Conclusion :- Use "Halo Effect" to start with positive vibe and more people will likely to get along with your product or service. It's all in how you represent yourself and your service. Good Representation will give you high score already. So use the most of it.

7 MOST EFFECTIVE PSYCHOLOGICAL STRATEGIES OF ALL TIME

2

Proof To Prove



"Must needed this!"

Amazing for the fresh and strong mindset for the great success in life. Never stop growing and this book helped a lot.

-METHEW



"A perfect guide to a broken heart!"

It's important to wake up and feel something . Our Responsibilities are above our situations so we need to show up, no matter how bad you have broken down. This book give me the strength to man up and look ahead to the bright future.

-SHAHIL SOOD



"An Amazing book!"

I guess I never knew the power of "emotional setbacks" but now I am all set to use it to get more success.

-ANDREW



Have you ever found yourself looking at the reviews of the product you want to buy...

You want to know what other people have to say about it...

OR how many people like the product..

And most often, you will find yourself, buying the product on behalf of what feedback other people have given to the product.



You see, people typically seek validation of what's right and what's wrong based on other people's actions and opinions.

So how can we use this cognitive bias to help you start getting more of what you want?

If you want to influence someone to make a decision that favors you, find ways to use the social

proof bias to convince them.



Here's an example.

Imagine you're going out with your friends, and you want to try this new restaurant that you've heard of, but your friends are not sure about it.

Maybe you've heard a lot of people talk nicely about their food, or maybe you've seen it has gotten excellent reviews.

By adding social proof, people are more likely to comply based on other people's opinions.

Conclusion :- Add feedback on the top of your product marketing strategies. Let them know, your product or service is huge success because hundreded of people are using it.



7 MOST EFFECTIVE PSYCHOLOGICAL STRATEGIES OF ALL TIME

3

"Missing Out Big" Factor



When it comes to persuading others, there are two major factors that influence a person's decision-making.

A lot of people focus on showing the person what rewards they can get from making the decision.

Maybe you've noticed this yourself, where the salesman is presenting all the benefits you get from buying the product.

And although it sounds good, it sounds like everyone else, and you don't really need the product in most cases, isn't it right?

But there's another powerful cognitive bias that most people never use in persuasion, and that is... The loss or pain the person will keep or get as a result of not taking action.

You see, in many cases, people will rather do something to avoid or escape pain than get pleasure.

Conclusion :- So, when you want to persuade another person

to take action or make a decision, ask them what would happen by not taking action... and are they okay staying in the same position?

Imagine you're working on an assignment at school, and you feel stuck. Find someone else who's also stuck and ask for a collaboration.

You both become unstuck... finish faster... and increase your results.

Try it, and you'll see how effective this is in ANY situation!

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4

SCARCITY SECRET



Imagine this...

You're looking at your dream vacation... a trip to the Bahamas for 2 weeks during your holiday, and you can't wait to get away from work and just relax...

But you're a little bit on the fence, because the price is a little bit outside of your budget, and you want to start saving some money.

And you're thinking and thinking...



**But at the website of the vacation, you see the
“Available spots left”, and the number is
going down...**

10... 9... 8... 7... 6... 5... 4...

**And because you don’t want to miss your chance
of getting your dream vacation, you purchase the
vacation just in time.**

**You see, the power of scarcity is one of the most
powerful triggers that cause people to take action.**



**Conclusion :- The next time you want to persuade
someone to
make a decision, give them a limited time
or availability.**

**Like when you have some of your belongings
you want to sell, let the other person that 3 other
people have asked for it already.**

**Now, because this is so powerful, I want you to
promise me that you'll only use this for good!**



7 MOST EFFECTIVE PSYCHOLOGICAL STRATEGIES OF ALL TIME

5

EXCESSIVE SELF-REGARD BIAS



**Most people tend to think highly of themselves.
They think they're more attractive and more skilled
than they really are, whether it's in their hobby
or career.**

**But at the same time, most people feel overlooked
and under-appreciated, because they don't get
that recognition regularly.**

**So when you want someone to do something for
you, how can you use this bias to persuade others?**

It's all about making the other person feel special.
There was a research done that proved how
waitresses can increase their tip by using the
word “Miss”.

So next time you want to persuade someone, try
adding the word “Sir” or “Miss” to make them
feel special.

Another way you can use this bias, is by adding “I
haven’t talked to anyone about this, so you’re the
first one” to make it feel unique for them.

**Conclusion:- Once you make people feel
special, the chances of
them complying will skyrocket.**

7 MOST EFFECTIVE PSYCHOLOGICAL STRATEGIES OF ALL TIME

6

THE FRAMING EFFECT



Which of these sound better?

- \$100 for this jacket? Or \$150 with \$50 discount for this jacket?
- A product with 5% failure rate? Or a product with 95% success rate?

Chances are, you would choose the second option, even though it's the same.

And that's what most people would, because it's a gain - not a loss

You see, the framing effect is where people make decisions based on how the options are presented.

So when you want to persuade someone, even a subtle switch in your words can persuade them.

Imagine you're working on an important project with someone, and you have an idea that you really want to implement, so you have two options...

1. “If we implement this, there’s a 20% chance
that we’ll fail.”

2. “If we implement this, there’s an 80%
chance that we’ll succeed.”

First option is a loss... second option is a gain.

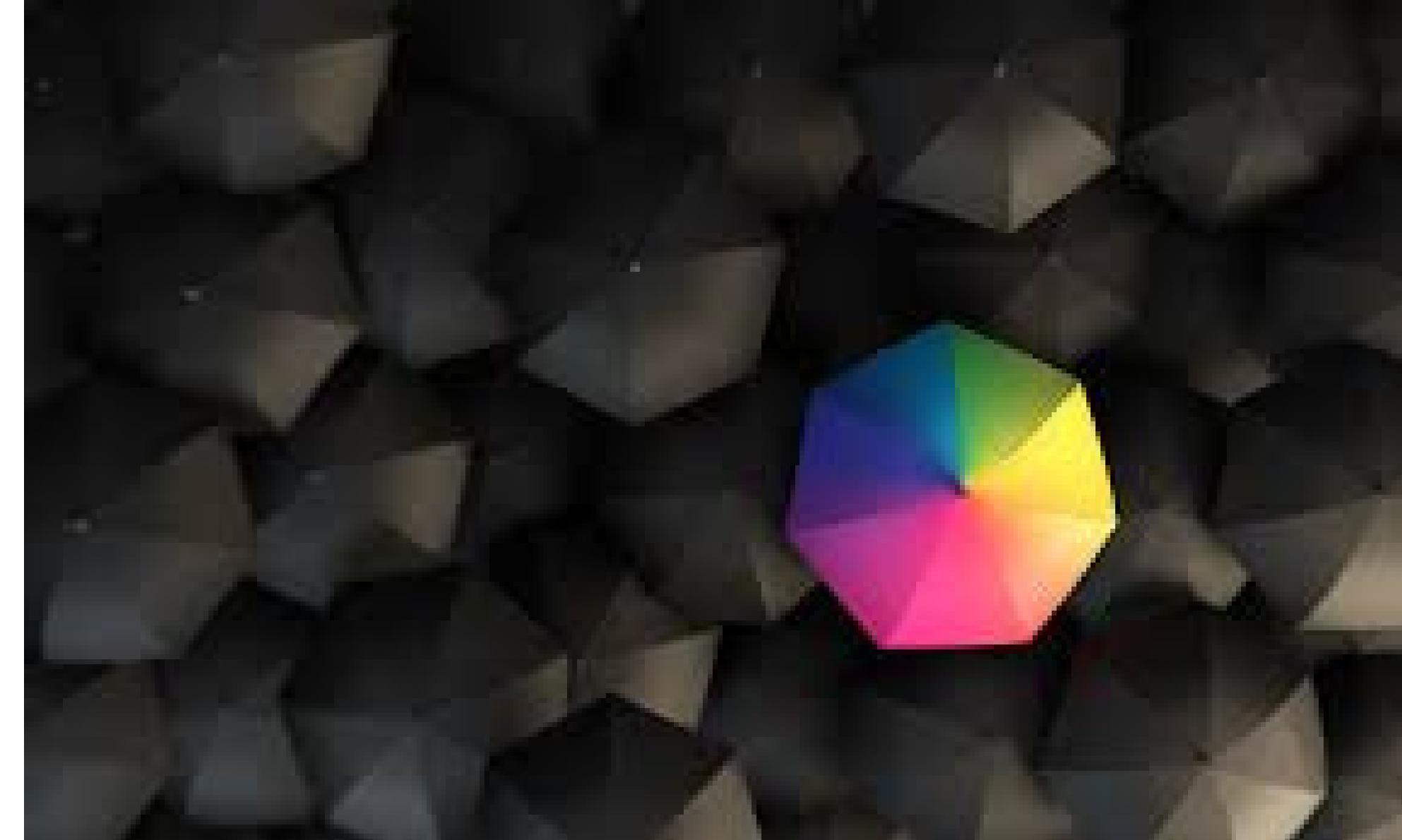
And by using the second option, there’s a higher
chance of compliance.

Silent, but deadly...

7 MOST EFFECTIVE PSYCHOLOGICAL STRATEGIES OF ALL TIME

7

THE CONTRAST BIAS



People are always weighing the choices they have
in their mind:

- The way we justify a purchase is a comparison to something else...
- The way we make a decision is a comparison of something else...
- The way we think about people is a comparison of someone else.

The contrast principle is when we see or hear two things after each other that are different, we will tend to see the second one as more different from the first than it actually is.

It could be when lifting objects... if you lift a light object first, the heavy object may seem heavier than it would've been without lifting the light object first.

So when you're persuading someone, how can you use this to your advantage?

Conclusion

Imagine you want to borrow something from your friends or relatives - like their car - for one day.

Instead of asking for one day, you start by asking them for 5 days. Then, if they say no, you ask for one day.



All the Very Best

Ritu Negi

success