

The “rule of commitment and coherence” is much more effective if the commitment is made, and besides being said, is also WRITTEN is good thing. Also, if what has been said and written and also is made PUBLIC, then the technique becomes extremely powerful

The mechanism of this persuasive technique consists in making a person express a general judgment on anything and then immediately attach a request to it.

A strategy that is used on the street by those who want money, is to ask the first passer-by things like: “Excuse me, do you have something against drug addicts?” The average person will answer no, and then invite him to put a signature in favor of, for example, a popular petition to promote the social reintegration for drug addicts, and then ask him and then a small offer in support of the initiative he signed a few seconds earlier.

The secret lies in using an argument the interlocutor will certainly agree. For example: “Are you in favor of saving poor children who are dying of hunger?” or “are you in favor of protecting the environment and avoiding pollution of the planet?” The answers to these questions will, on average, always be in favor. So the trap of commitment and consistency with the demand for money to support the initiative will be set. The passer-by is, therefore, likely to agree to give the offer to be consistent with what was said just now.

This technique works even better if the person you want to persuade responds publicly in front of several people or in the presence of a friend because in order not to make a bad impression, they will try to be consistent with what they have said until the end.

Another way to exploit this rule, consists of a manipulative technique called “Foot in the door” which aims to create a contact with the interlocutor, a small glimmer, and then gradually make him accept something more challenging

A typical example of “Foot in the door” is the pitfall technique or asterisk: it is an offer at a very low price with an asterisk (\*) next to it. For example, imagine you see a sign in the window of a travel agency with a sign saying, “Flight to and from Miami at \$97.00 (\*)”. Attracted by the offer, we decide to enter and ask to buy a ticket, but when we read what the asterisk indicates in small letter, we discover that the offer is valid only under certain conditions and does not include taxes, etc. so the total cost of the ticket is \$197.00. In these cases, it is very likely that having entered and