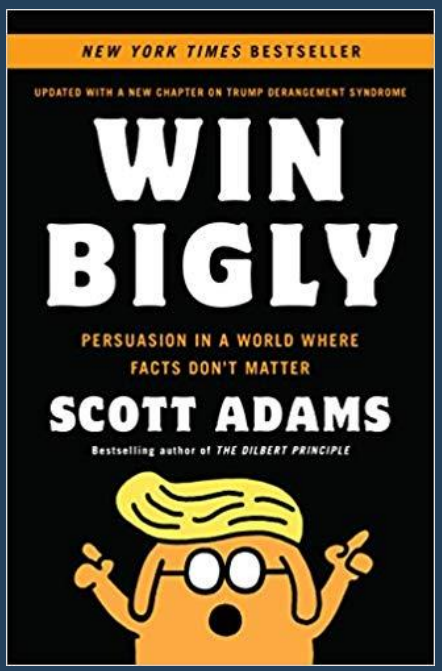

Win Bigly

Ganhar de Lavada
Year of publication: 2018
Author: Scott Adams
320 pages
Link for purchase: https://amzn.to/2P3AaLW

The book "Win Bigly", released in 2018 was written by Scott Adams and shows persuasion in a world where facts do not matter.
It has 322 pages that are divided into 5 parts: "Why facts are overestimated"; "How to see reality more usefully"; "How President Trump does what others cannot do"; "How to use persuasion in business and politics"; "Why joining a tribe makes you powerful and blind".

Score

8

8 Aplicability
8 Inspiration
9 Innovation
9 Impact on results
8 Structure

Main ideias of the book

- "Persuading is using tools and techniques to change people's minds, with or without reason or fact";
- "An intentional mistake in the details of your message will attract criticism. Attention will make the message grow in importance - at least in people's minds - just because everyone is talking about it;
- "The things you think about most will irrationally grow in importance in your mind;
- "Trump used the nicknames as a form of high ground maneuvering, in which details are set aside and focus is moved to broader concepts that we all agree on;
- "If all other factors are equal, visual persuasion is more powerful than non-visual persuasion. And by a big difference".

For whom is this book suitable?

In "Win Bigly", Adams presents the access to the "administrator password" of human beings. Reading is indispensable if you wish to persuade others in any area - or simply want to resist these methods when they are used against you.
According to Adams, "this book is not designed to make you change your mind about politics or about Trump. All I intend to do is teach you a few things about persuasion".

Overview of the book

"Facts are overrated“

Scott Adams, in 2015, stated on his blog that Donald Trump had a 98% chance of winning the election for the presidency of the United States of America. The author made this statement based on the candidate's persuasive skills.
"Trump is what I call a master persuader. This means that he has persuasive skills at the military level. And after observing him in action, I have to say that he is the most persuasive human being I have ever met", says Adams.
There are some types of persuaders, but the author classifies a master persuader as follows:

- Persuasive masters: Someone with such dexterity of persuasive techniques that they can change the world. Steve Jobs, Tony Robbins and several presidents are some examples.

It works even when you know what he's doing. If he is talking about anything he wants you to touch on, he has your mind where he wants it, even if you are criticizing him for his mistakes

Incidentally, why did the author say that the odds were 98%? He had no way of knowing, really, the possibilities. Well, this is a persuasive technique. It works like this:

1. Make a directionally correct allegation, but containing a big exaggeration or factual error.
2. Wait for people to notice the exaggeration or error and spend endless hours talking about it.
3. When you put focus and energy into an idea, you remember it. And, irrationally, things with the greatest mental impact seem to be a priority, even if they are not. That's persuasion.

So Adams chose 98% because FiveThirtyEight.com's Nate Silver used 2%. The goal was to persuade and stand out. The author was able to raise his profile by association, i.e. by pairing his name with Silver's, he was being compared to someone already known in that field.

"Attract attention where you want it".

Several times, Trump has used a technique that is based on being intentionally wrong. Its goal is to bring attention to where you want it.
According to Adams, "it works even when you know what he's doing. If he is talking about anything he wants you to touch on, he has your mind where he wants it, even if you are criticizing him for his mistakes".
Let's look at a situation where Trump made use of this technique. In his campaign, he made a promise to build a "wall" on the Mexican border. Now, we know that there are more efficient solutions for protecting the border than simply building a wall.
He could have cited such solutions when he touched on the subject. But for much of the time, he purposely disregarded these details. When saying "wall" people noticed the error, started talking about it, checked the facts and have analyzed cost estimates.
Everyone criticized Trump for not understanding that there could not be a "wall" for that purpose. "How could he be so stupid?"

After criticizing him, people had already made sure that border security was more important than they thought at first.
The presidential candidate made everyone think about it a lot. But he did so because he knew that voters would see him as an authority on the subject, even though he was the subject of criticism.
And to eliminate the criticism, all it took was to explain that the "wall" was based on a range of solutions, depending on the terrain and the cost involved.
The most important point to highlight is this: "The ideas you think about most are those that automatically and irrationally rise on your list of priorities.

"An accurate linguistic shot".

In Trump's campaign, we've seen him use nicknames for his opponents several times. Several of them took it, while the nicknames his opponents gave him were not so much: Donald Duck; Donald the dangerous and Drumpf.
Do not think that this was a coincidence. Let's see some of them:

- Jeb, the discouraged;
- Ted, the liar;
- Hillary, the pie;
- Elizabeth Warren the Goofy and Pocahontas.

According to Adams, "Trump used unusual words in political campaigns to violate our expectations and make the nicknames 'discouraged', 'pie' and 'liar' memorable".
The denominations were visually adaptable to each person. Jeb Bush did seem apathetic (after Trump persuaded us to look for it).
The nicknames were given strategically, with contrast as the basis. Many people did not believe Trump's reasons and integrity, so he named his main contestant in Ted's primary, the liar, and his main opponent in the course of Hillary's election, the pie. This equated the contrast between the credibility of his enemies and his.

Using visual persuasion

Human beings are usually visual creatures. We believe in our vision before we believe in any other opinion that comes from the other senses. So, to persuade, use images and visual stimuli.
Let's analyze a situation that Trump made use of this technique. Several times he talked about the Islamic State, using expressions like "cut off heads" and "drowned people trapped in cages".
According to the author, "you can't be scarier and more visual than that. And this persuasion gave him space to be the most aggressive on the subject, to the point of frightening half the country into the process.
For those people who fear terrorist attacks, Trump proved persuasively to be the most severe boss. The images illustrated in the minds of each of the individuals were vital to this.

What other authors say about it?

Robert Cialdini, in "Influence: Science and Practice", highlights what we can do to "protect" ourselves from experts in taking advantage of our hasty reactions, and in the same way, it also enables us to develop the power to persuade.
Now, in his other work "Pre-suasion", he presents a new idea: what happens before you try to influence someone has profound effects on whether or not you will succeed.
Cialdini calls this crucial moment "pre-suasion," and it happens before you ask a favor, present an argument, convince a client, bargain over a price, negotiate a raise, or even make a proposal.
We also have "How to Win Friends and Influence People". The author and speaker Dale Carnegie provides in his book techniques and methods in an extremely direct way so that anyone can become more captivating, persuasive and efficient.
The author teaches through simple but extremely effective techniques on how to deal with people and get what he wants out of them by changing his behavior.

Okay, but how can I apply this in my life?

In 2014, Apple experienced problems on its iPhone 4 smartphone. By holding the device in a certain position, the connection would fall out.

Steve Jobs said in an interview, "We're not perfect. Phones are not perfect. We know that. But we want to make our customers happy. At the time, Jobs was the target of a lot of criticism for his response.

However, for Adams, the entrepreneur's words are the application of a technique called "high ground maneuvering".

"The strategy involves taking the argument to a level where you can say something absurdly true, while at the same time changing the context. Once executed, the other participants will seem petty if they direct the argument back to the details".

Note the words Jobs used, it is indisputable, smartphones are not perfect. By using them he took the context to a higher level. It's a technique you can use everywhere.

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