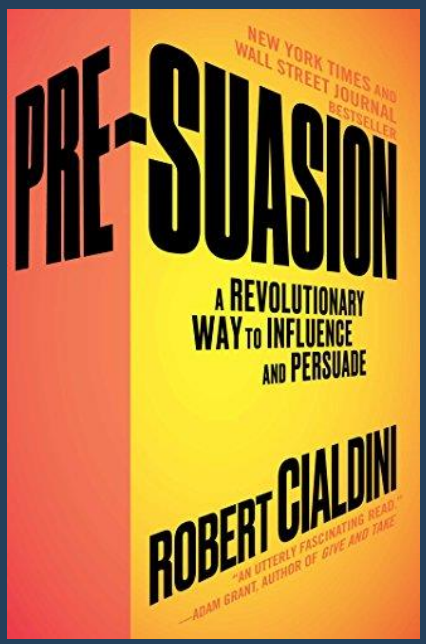

Pre-Suasion

Year of publication: 2018
Author: Robert Cialdini
432 pages
Link for purchase: https://amzn.to/2Y6SucP

The Pre-suasion book (2016) is about the art of influencing. Through the techniques presented by the author, all people can create a conducive environment where they can exert influence.
Based on research, Robert Cialdini shows that the most effective way to convince someone is to take advantage of the window of time prior to what you will ask.
The book also cites and analyzes a number of examples whose unethical use of this approach has had disastrous consequences.

Score

8

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

Main ideias of the book

The highlights of the book are:

- We all need to influence people in the direction of our point of view.
- Pre-suasion is the art and science of capturing and channeling attention.
- The idea of pre-suasion is built on two ideas: anchoring and preparation.
- Metaphors have a persuasive function in everyday language.

In this summary, we will explain in 6 parts the concept of pre-suasion and how to apply it: "context and preparation", "basic pre-suasion", "heavy and hot", "commitments", " embedding associations ".

For whom is this book suitable?

The content of this work is recommended for social psychologists, behavioral scientists, entrepreneurs, and advertising and marketing experts.

Overview of the book

Part I - Context and preparation

In this first part, the author presents the importance of knowing how to influence people.
Robert Cialdini explains that everyone, anywhere, every day of the week needs to convince someone of something. We all need to influence people in the direction of our point of view. Everyone wants something from someone.
Surprisingly, the content of your speech rarely determines whether it will work or not. What matters, what tip the scale, is what happens just before you perform your speech.
Context and preparation is what makes the difference.

> *Nothing in life is as important as you think it is while you are thinking about it*

Part II - Basic "Pre-Suasion"

In this part, the author presents some techniques that show how your reactions are influenced by the information to which you've just been exposed.
According to the author, the idea of pre-suasion is built on two ideas: anchoring and preparation. This notion takes advantage of the bias that argues that we systematically rely on the first information that is offered (the anchor) to make a decision.
The preparation refers to how your attention and reactions are totally biased according to what you have just been exposed (exposure to a stimulus influences the reaction to another stimulus).
Some examples of using these techniques are:

- If you want the person to buy a more expensive but more comfortable option, show images of clouds before;
- If you want people to be more achievement-oriented, give them a picture of a runner winning a race;
- If you want people to agree to try an untested product, first ask if they consider themselves adventurous.

Part III - Heavy and Hot

In this third part, the author presents the importance of metaphors in the language used.
Metaphors have a persuasive function in everyday language. "This is a heavy bar" can refer either to lifting a heavy object or to carrying out an arduous emotional task. But metaphors can also persuade nonverbally.
When a person reads a report presented on a heavier computer, the information seems to be more important, this is the pre-suasion in action: the physical presentation of a report influences the reader in their favor before they even begin to read.

The author worries about the lightness of e-books - a definitive feature that can make users less value their content. The weight of a printed book gives more credibility to the message it wants to pass.
Heat also plays a part in the human judgment. Someone holding a hot cup of coffee feels greater zeal for the people around them and believes more in them.
This can serve as a hidden form of "pre-suasion".
The person holding the hot coffee - or any other hot object - will be more collaborative. Therefore, you can achieve pre-suasion even in silence.

Part IV – Commitments

In part 4, the author talks about how to make the person make a commitment to you.
To ensure that someone continues to take positive action after giving you an initial positive response, make that person make a commitment.
Doctors in England found that by calling their patients a day earlier to confirm their consultations, cancellations declined modestly. Writing the next appointments on a card also works.
However, the strongest positive effect was seen when patients themselves filled out a card in a consultation detailing the date and time of the next. This causes the patient to engage in commitment - which makes all the difference.

Part V - Preparation Associations

Let us understand here how the words you use impact and influence when people will form their opinions.
Do you know what images and positive words people associate with their area of expertise? This is definitive to become proficient in the art of pre-suasion.
These words and images are primary because they have "associative coherence" with desired results. For example, a fundraising team on the phone got 60% more money when a picture was placed with someone succeeding in the room they were working on.
Generally, by embedding evocative associations in an initial message, you can instruct on how people respond to a subsequent message.
As an example, researchers at Stanford University created two versions of the same news about criminal rates changing only one word - the increase in crime was described as "devastating beast" or "devastating virus."
When asked about their preferred solution - capturing and arresting criminals or resolving problematic or unhealthy causes (poverty, unemployment), those who read the "beast" version mostly recommended imprisonment. On the other hand, the other group preferred to resolve the issues differently.
The associative coherence between the descriptive metaphor and the preferred solution directed the preference of the persons studied.
Map positive associations - words and senses (sounds, tastes, essences, touches and visions) related to the categories of your goals and benefits. Use this positive bond to pre-swell.

people don’t care how much you know until they know how much you care

> *Just as amino acids can be called the building blocks of life, associations can be called the building blocks of thought*

Part VI - Embedding Associations

To conclude, Robert Cialdini brings strategies for you to capture your audience's attention.
Pre-suasion is the art and science of capturing and channeling attention. The great challenge of marketing in today's world - cluttered and with lots of information - is to get your attention.
Before you use the association tactics you know, you need to capture the attention of your audience. For this, there are some strategies:

Threat

Threats to our personal safety or that of the people we love have the power to attract our attention. In a way, that's what attention is for - being alert for threats.
Approaches using fear and threat, such as cigarette packs, have proven effective since they are followed by clear instructions on how to avoid the threat.

Difference

In order to survive, we need to be aware of the changes taking place around us, and when we perceive this change, we direct a reaction that involves directing our attention to that change. If something is different, it can get our attention.
How you got our attention, the importance of the motives that make it extraordinary increases in our perception. This ability to attract our attention can accentuate the influence of subsequent messages.

Relevance

Our attention tends to transform into information about us, or relevant to us. In a buzz of conversation at a party, if we hear our name, we turn our attention immediately.
A message that was designed for us or referred to us tends to capture our attention, be memorized and generate action. In fact, simply using the word "you" instead of "people" can boost relevance.

Unfinished

Our attention and memory turn off once the problem has been resolved or an action has been completed. In contrast, our attention is focused on unfinished business.
The idea of people reminding themselves of incomplete or interrupted tasks rather than tasks already performed is called the "Zeigarnik Effect". It explains why we remember things better - including advertisements - when they are still unfinished because we have a cognitive idea of closure.

Mystery

Mysteries intrigue and captivate our attention. Good writers and teachers know this and will structure what they share as mysteries to be solved.
They begin by positioning the subject as a mystery and then delving deeper into this puzzle with startling remarks. They then consider and explain plausible but incorrect explanations for the problem before providing a clue to the actual explanation.
Only then they solve the mystery and draw their implications.

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

Start by pre-suasion. Capture and channel attention by incorporating positive associations into attention resources (listed above).

So use the taste (obligations of friendship, or being influenced by people you like) and reciprocity (obligation to return) to establish communication and cultivate a positive association with you as a communicator - in a meaningful, unexpected and customized way.

Now use authority (we follow those we consider experts) and "social proof" (the power of consensus, do what we think others are doing too) to reduce perceptions of uncertainty and risk.

Finally, use consistency (need for personal alignment) and scarcity (we wish what may not be available) to motivate action.

If you liked this book, visit our complete collection with hundreds of Pocketbooks of the greatest successes in the areas of management, marketing and sales, leadership, strategy, personal development and entrepreneurship!

www.pocketbook4you.com

Note:
The content presented above reflects the vision and critical analysis of our team of copywriters, respecting the fundamentals of intellectual property in Brazil (Article 8, item I).
No part of the book is being copied. They are unique and exclusive content, always giving credits to the authors and indicating the link to purchase the complete work. Voitto respects the copyright code in accordance with the provisions of Brazilian law, Law 9.610 / 98.
This content is the exclusive property of Voitto and is protected by the Copyright Law in its Articles 46, I, (a) and 47, because this is not a reproduction and also does not imply any discredit, on the contrary, the moral right is protected and, as pointed out earlier, the reader receives a link to acquire the work. Reproduction of this material without the permission of the company is prohibited.