

# THE ART OF PERSUASION

## QUICK GUIDE

By

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# 1: Focus on Them, Not You



- Persuasion is about *them*, not you. In other words, in order to be persuasive, you absolutely must focus on the other person, not yourself.
  
- Focus on these aspects of your clients:
  - Needs
  - Wants
  - Pain points
  - Desires
  - Hopes
  - Dreams
  
- Put yourself in the other person's shoes. It's important to see things through their eyes.
  
- What do they want most? What are their deepest desires? What do they fear, love, and dream about? The more you can focus on the other person, the more captivated and easily persuaded they'll be.
  
- When trying to persuade someone, speak their language. Talk directly to their desires and speak clearly about their pain points.

## 2: Communicate Clearly



- Communicate your argument in a crystal-clear fashion so that everyone can understand exactly what you're saying. There should be no doubt about what you're trying to persuade others to do.
- If you can't communicate your argument clearly, you simply won't be able to persuade others to your point of view. If your argument is muddled, convoluted, or confused, you'll have trouble getting anyone to agree with you.
- On the flip side, the clearer you are about your argument, the greater the odds of success in persuading someone.
- Prepare in advance. Know what you're going to say, how you're going to say it, and how you're going to appropriately respond to the objections of others.
- The more prepared you are, the more you'll be able to communicate in a clear, concise, and compelling manner.

## 3: Start Small



- Agree on small items. Research has demonstrated that if you can get people to agree with you on small things, there's a much higher probability that you can eventually get them to agree with you on much larger issues.
- The stickier issues will be easier. If you can create a sense of mutual agreement around small points, you'll have a much better chance of generating agreement around bigger, stickier issues.
- Pick easy things to agree on at first. The implication is that instead of going straight to the heart of your argument, you should start off with statements that you know the other person will agree with.
- Avoid making controversial statements in the beginning. If you begin with disagreement, it's going to be much harder for you to get a person to eventually agree with you about anything. From the very beginning, they'll have a posture of suspicion and cynicism.
- Get people nodding their heads right from the beginning.

## 4: Be Authentic



- Few things turn someone off like a lack of authenticity. No one likes to feel like they're being put on. No one wants to be hoodwinked. We want to know that someone is telling us the truth and being real with us.
- And now, more than ever, people can tell if you're not being authentic. When people sense a lack of authenticity, it makes it much more difficult to persuade them. They simply won't trust you and won't buy into anything you're saying.
- If you want to persuade people and get them to come over to your side, you need to be your true, authentic self. You need to be you and communicate honestly with people. The reality is that authenticity is always more persuasive.
- Authenticity wins the day. The more authentic you are, the more honestly you communicate, the more persuasive you'll be.

## 5: Use Reciprocity



- Few things are more persuasive and powerful than reciprocity. The reciprocity principle is the idea that if I do something for you, you feel compelled to do something in return for me.
- A very simple example is when waiters put a mint and a personalized thank you on the check. That very small gesture can make people feel like they should leave a larger tip.
- You can use the principle of reciprocity to more effectively persuade people. If you can give someone something of value, there's a much greater chance that they'll feel a sense of obligation to you. They'll feel like they should give you something in return.
- This is one reason why persuasion is different than manipulation. With persuasion, you're actually seeking to add value to the person you're trying to persuade. You're not just trying to get your own way.

## 6: Use Proper Patterns of Speech



- Research has demonstrated that in situations where someone will disagree with you, it's better to speak faster. Why? Because it gives them less time to come up with counter arguments. This, in turn, makes it easier for you to persuade them.
- To be clear, avoid speaking so fast that a person has trouble following your argument. You still need to be clear and easy to follow when communicating.
- On the flip side, if a person is more inclined to agree with you, speak more slowly. Give them time to evaluate what you're saying. Give them time to process and see that your arguments actually line up with what they believe.

## 7: Create Scarcity



- People want what they can't have. If you can create a sense of scarcity around your proposition, there's a much greater chance of you persuading them.
- What exactly is scarcity? It's putting some sort of restriction on what you're offering. This restriction often creates a sense of urgency within a person. They feel like they need to take action on the offer, or they'll miss out on something.
- The scarcer something feels, the more people want to get in on it. There are numerous ways you can create scarcity, including:
  - Limiting how many of something you're offering
  - Highlighting what a person will miss out on if they don't accept your offer
  - Putting a time limit on when someone can get in on your offer
  - Adding bonuses that can only be gotten if a person acts now



## 8: Be Confident



- Research shows that people are persuaded more by confidence than by expertise. In other words, people tend to be more persuaded emotionally than logically. If you come across as confident, you'll be more persuasive.
- On the flip side, you may have all the facts on your side, but if you're not confident you won't be particularly persuasive.
- This is good news for you. It means you don't have to be an expert in something in order to persuade a person. Rather, you simply need to be very confident in your presentation.
- Be bold when presenting your arguments. The more confident you are when presenting your arguments, the more likely you are to persuade someone. So be bold and enthusiastic, even if you're not an expert on a particular topic.

## 9: Paint A Vivid Picture



- When trying to persuade someone, use vivid imagery. Avoid simply bombarding them with statistics and evidence that your argument is the correct one.
- Rather, appeal to their emotions. Show them how your argument leads to a better outcome for both of you. Paint a vivid, emotional picture of the outcome.
- The more you can appeal to someone on an emotional level, the more persuasive you'll be. Your overall goal is to paint a picture of the good life for them. You want to show them how the ultimate outcome of your argument is truly good for them.
- The more you can paint a vivid picture of how your offer leads to the good life for people, the greater the chances of you persuading them.

# 10: Consider How Your Audience Processes Information



- All of us have different learning styles and ways of thinking through information. Some people make quick, instinctive, gut decisions. Others prefer to think things through. Some people are verbal processors, while others prefer to process everything internally.
- When attempting to persuade a person, it's essential to consider how they process information. If they need time to digest what you're saying, don't pressure them to make a decision immediately. Give them time to think, process, and work through any objections they may have.
- On the other hand, if someone tends to make snap decisions, you have more freedom to press them for a decision in the moment. You know that they make more emotional, instinctual decisions and so you can urge them to decide right in the moment.
- The key is to know your audience. If you don't know your audience, you won't know the best way to present your information. You may push for a decision when really, they need more time to think.

# 11: Acknowledge and Overcome Objections



- There's no way around the fact that your audience will have objections. No matter how persuasive you are, no matter how well you know your audience, there will always be objections in one form or another. It's simply human nature.
- Don't ignore those objections. Rather, take advantage of them. Use them to increase your overall persuasiveness. Instead of skirting around a person's objections, speak directly to them.
- When you can speak directly to a person's objections, it adds a more authentic, human element to your presentation. It shows them that you understand their objections, that you sympathize with them, and that you want to help overcome them.
- When your audience knows that you understand their objections, they're much more likely to be persuaded by you. They feel like you understand their pain points and have the solution to them.

## 12: Speak In Positives



- Generally speaking, people don't respond well to negative speech. When speaking about change, it's easy to unintentionally speak in negative terms instead of positive. We can frame things in a negative light rather than highlighting all the positives of our argument. Avoid this negativity!
- It's much more persuasive to use positive language. The more positive you are, the more likely you are to win someone over to your side of the argument.
- Positive language tends to be more persuasive than scare tactics. This is because people don't like to feel like they're being bullied or guilted into change. No one likes to be pressured into making a decision, and if you paint things in a negative light, they can feel like you're trying to pressure them.
- Speak in positives and help others envision how wonderful their lives will be when they embrace your solution. Help them see that not only will your solution eliminate the negatives that they're facing but will also bring a large number of positive things into their lives.

## 13: Match the Body Language of the Person You're Speaking With

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- One simple, yet highly persuasive method of communicating is to mirror and match the body language of the person you're speaking with. In other words, try to generally use the same type of body language and voice of the person you're trying to persuade.
- If they use hand gestures, use hand gestures yourself. If they sit up straight, try to match their posture. Attempt to match your voice tone with theirs, as well as speaking speed.
- This is a simple way of building rapport with a person.
- You validate them. By mirroring a person's body language, you show that you're actively paying attention to them and want to communicate with them in a manner that's meaningful.

# 14: Notice What Matters



## Most to Them

- Listen carefully to what they're saying to determine what is most important to them. What words and phrases do they repeatedly use? What subjects come up again and again? Are there certain pain points or struggles that they regularly speak about? These things are signals about what really matters to them.
- Once you've identified the words and phrases a person repeatedly uses, speak those same words and phrases back to them throughout the conversation.
- Use those same words as you talk. By speaking the same words back to a person, you show that you're an active listener and truly want to understand what they're saying. You demonstrate that you're actually listening and not just waiting to make your own points.
- This enables you to build a strong rapport, which in turn makes you more persuasive.

# 15: Demonstrate Your Authority and Expertise



- People tend to respond to authority and expertise. If someone is a proven expert in a field, we're more likely to trust what they have to say and be persuaded by their arguments.
- So if you have expertise or authority in a matter, show it off. You're not bragging or boasting. You're simply telling people that you're qualified to speak about a particular subject. You're showing them that you're trustworthy and that they should listen to your arguments.
- Do you have a diploma? Hang it on your wall. Have you won awards? Put them in your bio. Have you been featured in prominent publications? Highlight those publications where possible. Do you have years of experience in your field? Let everyone know.
- Your goal is simply to prove that you know what you're doing and are an expert in your field. That you've put in the work and actually know what you're talking about. When you combine the confidence mentioned above with proven expertise, it can be incredibly persuasive.



## 16: Be Right



- In the end, you need to be right (or at least truly believe you are). Otherwise, you're simply trying to persuade someone to believe something that's fundamentally false.
- It's much more difficult to be persuasive if you don't truly believe in what you're saying. If you know that you're communicating a lie, it's much more difficult to be confident.
- So do the hard work of ensuring that your reasoning is sound, your conclusions are accurate, and your points are logical. Avoid being sloppy when putting together your thoughts and arguments. Don't try to cut corners as you anticipate objections.
- People can tell when you haven't put in the work. They can detect when you don't truly believe what you're saying, so you want your arguments to be correct.