

Magnetic Persuasion Newsletter

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MAXIMUM INFLUENCE

The 12 Universal Laws of Persuasion

12 LAWS SYNOPSIS

Law of Dissonance

The Law of Dissonance says that people will naturally act in a manner that is consistent with their beliefs, attitudes, and values. When they behave inconsistently, they feel uncomfortable and adjust their behaviors to regain consistency. When our beliefs, attitudes, and actions mesh, we live harmoniously. When they don't, we feel dissonance. That is, we feel awkward, unsettled, upset, confused—and we will do practically anything to eliminate or reduce this tension. This is how great persuaders help others persuade themselves.

Law of Obligation

Also known as “reciprocity,” this law states that when others do something for us, we feel a need to return the favor. Returning the favor rids us of the obligation created by the initial good deed. In all cultures, the adage “one good turn deserves another” seems to be a universal part of social conditioning. It's part of the ethical code whether it's taught outright or simply understood.

The Law of Connectivity

We have all met someone who, even after just a few seconds, makes us feel like we've known him for a long time or like we could hang out with him forever.

When you need to persuade someone,
it is too late to learn!

—Kurt Mortensen

The Law of Connectivity states that the more we feel connected to, part of, liked by, or attracted to someone, the more persuasive that person becomes. When we feel a bond or connection with someone, we are more trusting.

Law of Social Validation

People seek to watch and know what others are doing to validate what they have done, are doing, or will do. This validation process is often how we decide what behaviors are correct. We consider behavior more correct when we see others doing it. The more people do it, the more correct it becomes. We often change our behaviors and attitudes so we'll find ourselves in sync with socially correct behaviors.

Law of Scarcity

Opportunities are more valuable, desirable, or exciting when availability is limited. We want to own the rare and unique item, and the scarcer it is, the more urgent it is that we own it. When an item's availability is limited or threatened, we crave it even more. Scarcity drives people to action, making us act quickly for fear of missing out on an opportunity.

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Law of Verbal Packaging

The more skillful a person is in her use of language, the more persuasive she will be. The words we use in the persuasion process have a huge impact on our level of success. That's because they affect perceptions, attitudes, beliefs, and emotions. Language skills directly relate to earning power.

The Law of Contrast

Contrasting two different alternatives back to back can distort or amplify our perceptions. Generally, if the second item is dramatically different from the first, we will tend to see it as even more different than it actually is. As a master persuader, you can use The Law of Contrast to build value and make price investment a non-issue.

The Law of Expectations

Individuals tend to behave based on how they are expected to perform, whether positively or negatively. When we know that someone expects something from us, we will try to satisfy that expectation in order to gain respect and likeability. This law can inspire people to rise to meet expectations set for them.

Law of Involvement

The more you physically and mentally involve all five senses of your audience, the more persuasive you'll be. As a persuader, you need to engage and involve your audience as much as possible so they will be motivated and spurred on to action.

The Law of Esteem

All humans want and need praise, recognition, and acceptance. We can never get enough of this feedback because acceptance and praise are often the sources for one's feelings of personal worth. The Law of Esteem has the power to change behavior because it makes the recipient feel needed and valued.

Law of Association

To make order of the world around us, our brains link people, places, and things with life experiences. We associate certain feelings with certain sights, sounds, colors, music, and symbols. The Law of Association can be used to evoke positive feelings and thoughts with the desired message.

Law of Balance

Dale Carnegie said, "When dealing with people, remember you are not dealing with creatures of logic, but with creatures of emotion, creatures bristling with prejudice and motivated by pride and vanity." To be powerfully persuasive, it is crucial that your message have a balance of both logic and emotion. Your presentation will have a greater impact if you can touch people's minds and hearts.