

## The 55 Covert Persuasion Tactics

*Circle the ones you are going to use*

**Today's Date:** \_\_\_\_\_

**Date of Meeting:** \_\_\_\_\_

Rapidly build resonant rapport	Use content to build rapport	Use processes to build rapport	Synchronize with your target	Synchronize voices
Synchronize breathing	Synchronize posture and body movement	Testing Synchronization	Alter the tone, pace and pitch of your voice	Induce reciprocity
Make the damaging admission	Share part of you with them	The common enemy	Short story about "them"	Give respect
Knock their socks off	Give more than you promised	Use understatement power	Be precise, then beat precision	Faster, easier, better
Be on the edge of your seat	Ask for compliance	Induce a sense of scarcity	Open the door to a friend	Associate the known/unknown
Feel part of the group	Create contrast	Don't ask why	Shift time reference	Unshakable credibility
Use space	Commitment and consistency	Covert hypnotic language patterns	Make body and words say the same thing	Outcome based thinking
Determine how they represent information	Feel, felt, found	Deletion, distortion, generalization	Note-taking	Lower your voice
80/20 rule and Covert Persuasion	Inoculation to persuade	Flexibility	Covertly empathetic mind	Artfully vague language
Power of three	Vocal stress in delivery	Experiential involvement	Persuading with attitude	Using music to persuade
Inconsistency	Fewer choices means more yeses	People believe what they say, not what you say	Be private in public	Oscillation at the decision point