Twitter Thread by Risktaker■■



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The Psychology of Persuasion ■

6-Principles to Influence and Control every encounter.

Take Back Your Control ■■

-THREAD-

1. Scarcity creates more demand

When an opportunity becomes less available to us, we desire it more.

A good example of this would be the brand “Supreme”

They’ve created the ultimate scarcity around their products which makes them sell out almost instantly.

2. Humans feel an obligation to return favours

A great example of this would be when someone buys you something expensive for your birthday...

You almost feel obligated to return the favour and buy them something equal in value for their birthday.

Let’s continue...

3. The harder we have to work for something, the more we value it

Nothing worth having ever comes easy.

The more time and effort we invest into something, the more meaning it has behind it.

Relationships, business, life...

This applies to all aspects.

4. We seek social proof when we are unsure

Humans by nature are social animals, so it only makes sense that we seek social proof as reassurance.

Use societies FOMO to your advantage by showing potential clients what they're missing out on.

Next...■■

5. When negotiating, start with an outrageous request and work backward

The goal is to start with an extremely large request, one you know will get shot down.

From here, it's more likely for them to accept a second offer.

One that might've been declined if offered by itself.

6. Being indifferent of the outcome gives you leverage over the negotiation

Being able to walk away and mean it will always be the strongest negotiating position.

The person who is most desperate shows he has no options available.

Always act like you're indifferent!

Thank you for reading and making it this far!

I hope you implement some of these strategies in some aspects of your life.

Please kindly RT + Share the first Tweet if you wish to support me ■■