

Twitter Thread by [Kenny Smithnanic](#) ■



Kenny Smithnanic ■

[@kennysmithnanic](#)



Master psychology and you can sell anything.

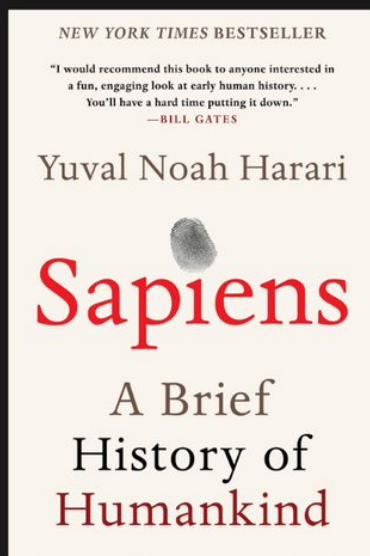
But most people don't know where to start.

8 books that will teach you how people think (so you can 3x your sales):

1. Sapiens by Yuval Noah Harari

Lessons & Insights:

- Belief in collective myths is the defining attribute of humanity (corporations, governments, society)
- Telling a story other ppl believe is the ultimate superpower. All successful founders have this power.

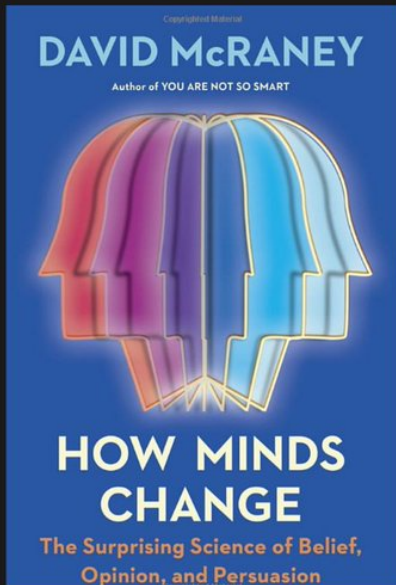


"There are no nations, no money and no human rights, except in our collective imagination."

2. How Minds Change by David McRaney

Lessons & Insights:

- Get someone to see you as "us" and not "them" and you can change their mind about anything
- A good story overcomes fears / uncertainties / doubts. We don't prepare a rebuttal when engaged in a story.

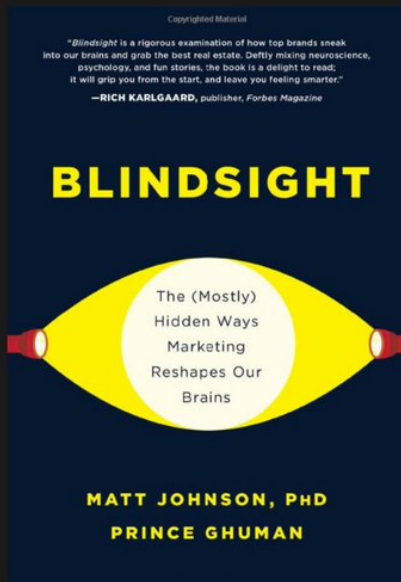


"Persuasion is leading a person along in stages, helping them to better understand their own thinking and how it could align with the message at hand."

3. Blindsight by Matt Johnson and Prince Ghuman

Lessons & Insights:

- We buy with emotions then rationalize with logic
- Our lived experience is a story of reality, told by our senses
- Facts are less important than the story we experience: "We eat the menu, not the food"

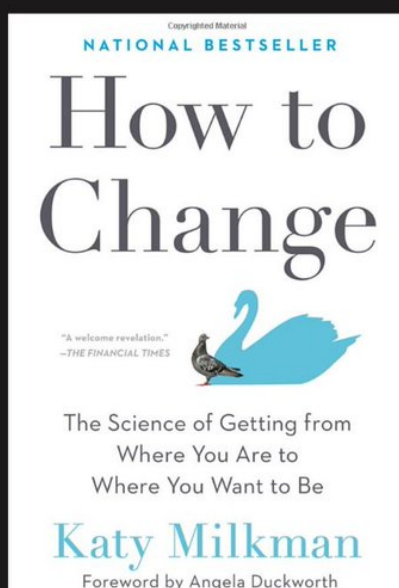


"At the most basic level, marketing tweaks the consumer's experience of one sense through use of others... At a deeper level, it alters the consumer's beliefs about what's being consumed..."

4. How To Change by Katy Milkman

Lessons & Insights:

- Familiarity breeds habits
- Tremendous willpower comes from good habits that keep us on track
- Most powerful way to start something new: Change your internal story

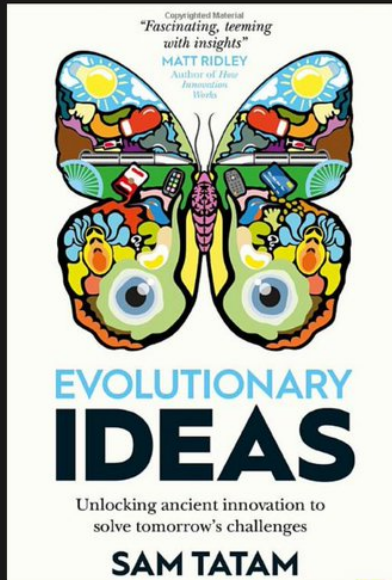


"She learned that rather than perceiving time as a continuum, we tend to think about our lives in "episodes," creating story arcs from the notable incidents, or chapters, in our lives."

5. Evolutionary Ideas by Sam Tatam

Lessons & Insights:

- Evolutionary thinking steals new ideas from other domains
- And it's the most efficient way to innovate.
- Behavioral science gives us a framework to easily find and steal ideas from other domains

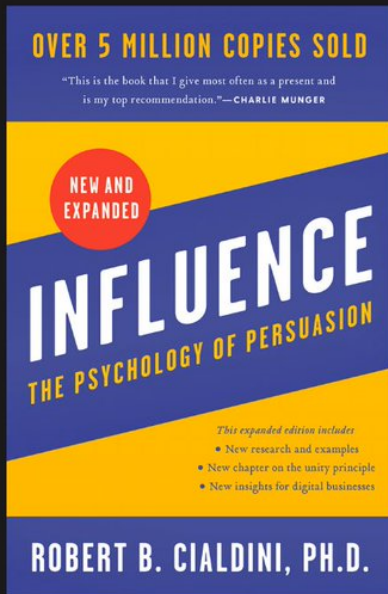


"In competitive environments, only the adapted prevail."

6. Influence by Robert Cialdini

Lessons & Insights:

- Scarcity motivates us to act
- We believe people we think are "like us"
- If someone does us a favor we want to return it
- We crave consistency: We feel good when we do what we say

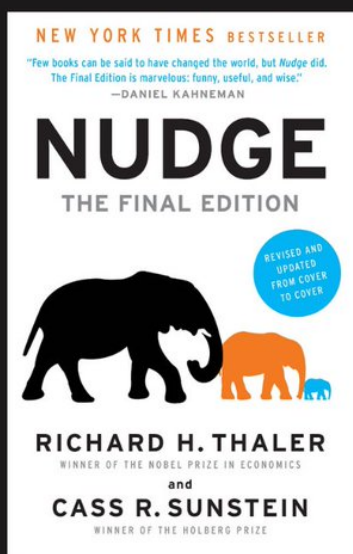


"Since 95 percent of the people are imitators and only 5 percent initiators, people are persuaded more by the actions of others than by any proof we can offer."

7. Nudge by Richard Thaler and Cass Sunstein

Lessons & Insights:

- Nudges are small changes for small improvements in decision-making
- Stack nudges for big improvements
- Defaults are powerful: Default users to the choice you want them to make

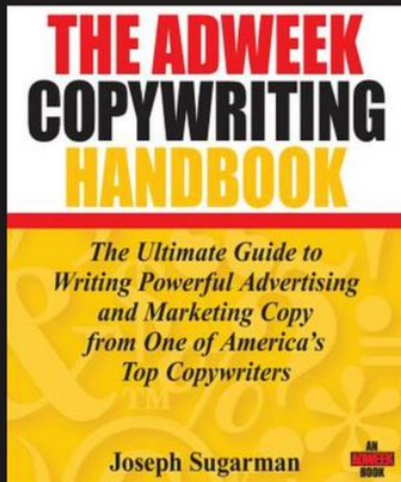


"First, never underestimate the power of inertia. Second, that power can be harnessed."

8. The Adweek Copywriting Handbook by Joseph Sugarman

Lessons & Insights:

- Copy + design sets the context of your offer
- Copywriting is how you use your knowledge of psychology
- Each line of copy has 1 job: To drive the reader to the next line



"So your first sentence should be very compelling by virtue of its short length and ease of reading. No long multisyllabic words. Keep it short, sweet and almost incomplete so that the reader has to read the next sentence."

TLDR;

8 books to teach you more about how people think than a \$120k MBA:

1. Nudge
2. Sapiens
3. Blindsight
4. Pre-suasion
5. How to Change
6. Evolutionary Ideas
7. How Minds Change
8. The Adweek Copywriting Handbook

That's a wrap!

If you like nerding out on:

- Digital marketing
- Growth strategies
- Customer psychology

then you'll want to give me a follow [@kennysmithnanc](https://twitter.com/kennysmithnanc)

And if you liked this, please retweet the first tweet below: <https://t.co/1kTAcTnxq2>

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— Kenny Smithnanic \U0001f64c (@kennysmithnanic) [August 16, 2022](#)