

# Mastering the Art of Persuasion

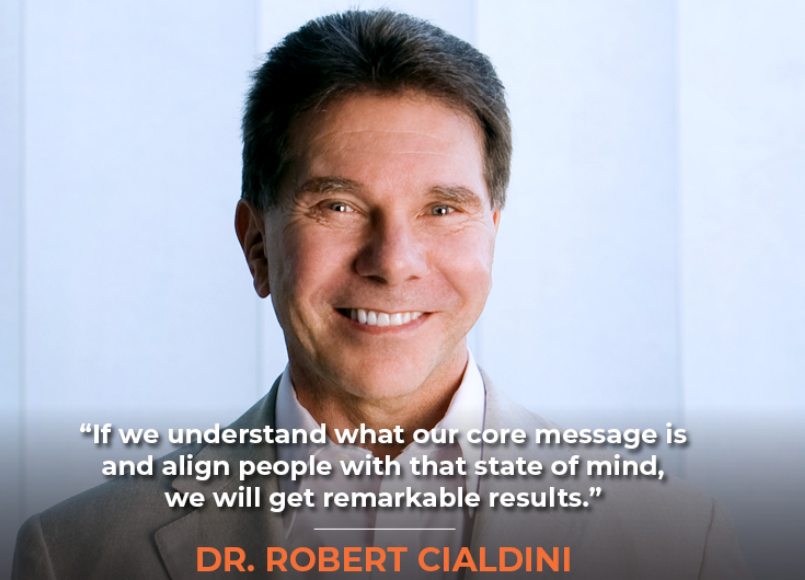
## 10 Point Checklist

Dr. Robert Cialdini

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a 10 point checklist that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**“If we understand what our core message is  
and align people with that state of mind,  
we will get remarkable results.”**

**DR. ROBERT CIALDINI**

# 10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Utilize the Law of Reciprocity in my persuasion strategy. It means that when someone does something nice for me, I will have a deep-rooted psychological urge to do something nice in return.
- Create scarcity on my offers. Time and quantity limits create a sense of urgency which make my audience act quicker when purchasing or subscribing.
- Be an authority in my industry by becoming a renowned speaker, bestselling author, or thought leader. Achieving expert status will help me build respect and loyalty amongst my tribe.
- Stay consistent with my message and branding. Build an identity that will have a long-lasting impact on how my audience perceives me and my business.
- Develop a sense of likeability by prioritizing a strong connection with my followers. They will respond better if they relate well to my message and persona.
- Build my social proof. Aim to acquire a client list with impressive brands, as seen on logos from trustworthy media outlets, and testimonials from important and noteworthy people.
- Set a tone on my messaging to prime my audience's mindset on what they can expect from me. Doing this will help them visualize what it is like to work with me.
- Be strategic with my timing. Timing is crucial when it comes to closing a deal so I will plan out my sales pipeline to ensure I'm not rushing my clients or leaving them hanging.
- Use the most appropriate and ethical method of influence on the given time and situation that I am presented with. There is no one strategy that works effectively every time.
- Grab a copy of Robert Cialdini's book, [Influence: The Psychology of Persuasion](#), and [Pre-Suasion: A Revolutionary Way to Influence and Persuade](#).