



Principles of Persuasion

How did I persuade my daughter, Dana, to come and see something in the other room when she was tired and didn't want to?

How can we keep it **R.E.A.L.**?

Here are the four Principles of Persuasion:

- 1 RELATIONSHIP
- 2 EMPATHY
- 3 ADD WORD SKILL
- 4 LOVE THE GENRE

We use these same principles every day in networking, sales, speaking, marketing, and all the other places in our businesses where we use our words.