

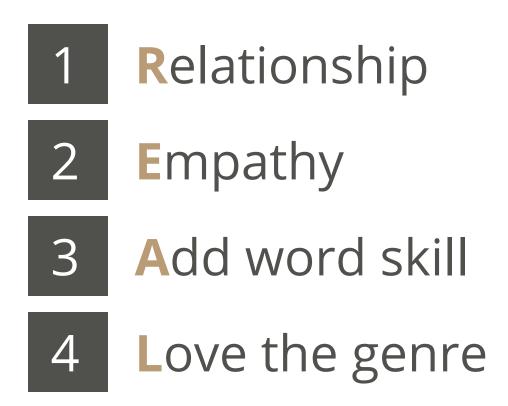
Dr. Michele Gunderson's

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:



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.