



Principles of Influence

Influencing others isn't about luck or magic – it is science. There are proven ways to help make people say “yes” to your messaging. Robert Cialdini has spent 30 years studying the ways people are influenced. He's whittled his findings down to six fundamental principles.

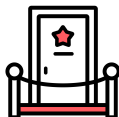
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RECIPROCITY

People tend to return a favour, that's why handing out of free samples in marketing is so effective.



SCARCITY

Perceived scarcity will generate demand. For example, saying offers are available for a "limited time only" encourages sales.



TEMPTATION BUNDLING

We're more likely to do the hard stuff if it's bundled with something tempting. For instance, watch your favourite TV show in the gym when you're on the treadmill.



LIKING

People are easily persuaded by other people that they like.



SOCIAL PROOF

People will do things that they see other people doing. We all follow the behaviours of others. So, show how many and which people are already engaged in the desired behaviour.

COMMITMENT AND CONSISTENCY

If you can make people commit, verbally or in writing to something, they are more likely to follow up on that commitment. We like to be consistent. So, for instance, if you can make someone say 'yes' to a small request first, such as: 'Will you call if you have to cancel your appointment?', the likelihood they will indeed call if they cannot make it, will increase significantly.