

The six principles of persuasion.

Robert Cialdini's six principles of influence explain why people say yes.

1

Reciprocity

People are inclined to return the favour when you've done something for them.

2

Social proof

People look around to see how others respond while they work out how they will respond themselves.

3

Consistency

People want to be consistent with their commitments. Once they agree to something, they want to follow through.

4

Likeability

People want to say yes to others who are like them, and with whom they feel connected.

5

Authority

People want to follow the lead of experts.

6

Scarcity

People want something more if it is rare or exclusive.

Source: Robert Cialdini, *Influence: The Psychology of Persuasion*.