

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson  
author, *Guerrilla Marketing*

May 2003

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Roger C. Parker's

# Guerrilla Marketing & Design

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## ***Profiting from persuasion***

### ***How to put psychology to work to boost your profits***

For as long as I've known Alex Mandossian, a well-known Internet marketing consultant,\* he's been talking about Robert Cialdini's book, *INFLUENCE: THE POWER OF PERSUASION*.

After reading it, I share Alex's enthusiasm for the book. Written by a psychologist, *INFLUENCE: THE POWER OF PERSUASION* describes *six universal human tendencies* that you can draw upon to encourage your clients and prospects to respond more favorably to your offers.

### ***Reciprocity***

One of the most powerful techniques is reciprocity, or "*I did for you, now it's your turn to do for me.*"

Once you have accepted a favor from someone—perhaps a flower offered by a solicitor at an airport—it becomes very difficult to turn down a request for something in return, i.e., "Could you please make a donation?"

Reciprocity plays an important role in negotiating, which is why a first offer to sell is often significantly higher than the following offer. Once your opponent has "given you something" by reducing *their* price, *you're* compelled to offer something in return—like accept their offer.

Reciprocity's power is compounded when employed in conjunction with the *contrast principle*. The second offer usually appears more acceptable because it often represents a considerable "savings" compared to the first offer—even if it still represents a lot of money in absolute terms.

### ***Commitment***

Once people have made up their mind, by taking a relatively minor first step—perhaps agreeing to try out a trial version of your product—they are more likely to agree to take further steps.

Once committed to a course of action, *especially one agreed to in writing*, prospects don't want to appear weak or inconsistent by changing their mind.

The tendency is to move forward, even if contradictory evidence presents itself.

\*[www.marketingwithpostcards.com](http://www.marketingwithpostcards.com)

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You can  
improve  
your  
marketing  
by taking  
advantage  
of the six  
compliance  
tools

### **Social proof**

There is a near-universal tendency to follow the herd and do what others are doing. Few want to take a chance and become pioneers or take unpopular actions.

For example, we blindly laugh along with a sitcom laugh-track, even though the joke isn't that funny, and we know the laugh track is artificially created. As a result, "best-sellers" become *bigger best-sellers*, because of their popularity.

### **Liking**

Unconsciously, we want to do what likable people want us to do. The more we like the person persuading us, the more likely we'll do what they ask.

Likeability is based on looks and attitudes as well as similarity. We respond best to those who either remind us of ourselves—or whom we'd like to be.

### **Authority**

There is a tendency to accept the endorsements of "authorities" and "experts" at face value. The stronger their "expert status," the more likely we will blindly follow their instructions or recommendations.

### **Scarcity**

Scarcity is one of the most powerful motivators, as anyone who has ever attended an auction has seen.

*Items appreciate in value to the degree that they may become unavailable.*

People will bid up an object's price to obtain items they would otherwise be only marginally interested in—if at all.

### **Origins**

Ultimately, all of these human vulnerabilities are based on instincts rooted in *social efficiency* and *survival*. In the past, there wasn't enough time to carefully consider alternatives whenever a triggering stimulus presented itself. (*The dinosaur would eat the cave man!*)

Today, we cope with information overload by continuing to make choices based on ingrained patterns of response.

### **Protecting yourself**

Don't read *INFLUENCE: THE PSYCHOLOGY OF PERSUASION* to become manipulative. Instead, read it to learn ways you can improve your marketing by taking advantage of the six compliance tools.

In addition, by recognizing the power of Cialdini's six compliance tools, you can recognize situations and act appropriately when unscrupulous practitioners try to take advantage of you.

### **For more information**

Call Roger C. Parker, 603-742-9673, and schedule a *free, no-obligation*, 30-minute telephone consultation.



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