

use others moral values

When trying to persuade someone, use his/her moral values as a frame for the points you are trying to make. E.g. if someone is conservative, use purity, patriotism, loyalty or respect for authority.

create view of oneself by assigning a role

How make people vote: bad: you ought to vote / go vote / you should vote good: you are someone who votes / you are a voter

plans

people are more likely to carry through with an action if they made a plan when, where and how they do it Example: voting campaign letters

associations

people associate the messenger with the message

good message \Rightarrow they like messenger bad message \Rightarrow they dislike messenger

Examples: persian messenger / weatherman

deal \leftrightarrow dealer

always separate a deal from its dealer

Examples: cardealer / waiter

disgust=conservative

people who are disgusted are more conservative conservative people are easier disgusted

people mimic/like alike

people look for others they can identify with and copy their behaviour child lost fear of water when it saw another child swim

Example: child learns from other children

write->live up to

if someone has written evidence of your views you are more likely to stick to them (consistency)

Example: chinese prisoners of war

small compliance->view of oneself

small actions make people see themselves in a certain role, which they want to stick with (consistency)

Example: Donations

authority

people stop thinking for themselves when a (even false) authority gives orders

Example: electric shock button

facts->command

one can hide a command after a series of facts to give people suggestions / commands

Example: politicians

(recent) scarcity+competition

fear of losing something is greater than the outlook of winning something

Example: cookies

pain->commitment

the more pain one endured, the fonder they become

Example: fraternity hell week

gift>like

a gift is a greater compliance than sympathy

Example: ask favour, give a gift

coop->friends

boys camp

because

if you pretend to give a reason, people will agree more

Example: copy first

exploit exploiters

they deserve it

comparison

3 choices, 2 very similar but one of them a bit better, people will take the better over the 3rd

Examples: vacation targets / slightly uglier lookalike

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