

## **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<-->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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