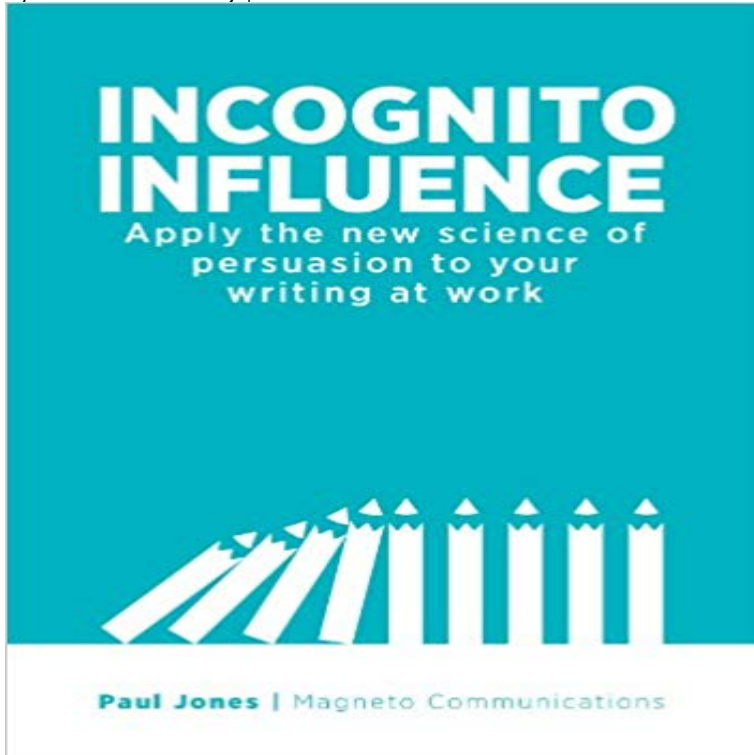


INCOGNITO INFLUENCE: Apply the new science of persuasion to your writing at work



In his million-copy bestseller, *Influence: The Psychology of Persuasion*, Dr Robert Cialdini describes six powerful insights into human psychology: 1. Liking 2. Scarcity 3. Social Proof 4. Authority 5. Reciprocity 6. Commitment & Consistency This eBook explains how to apply these principles to your writing to get your way more often at work. The ideas apply equally as well to selling widgets as to influencing your boss to your way of thinking. It's a short eBook (1,652 words) designed as a concept summary. It will only take you about 15 minutes to read so you can get moving fast with these ideas. It's called *Incognito Influence* because, when you use the principles, people you use them on often don't consciously process the situation; they tend to go on autopilot. This tendency can consistently give you fast, effective results. About the author: Paul Jones is a professional copywriter, speaker and corporate writing trainer. For fifteen years, he's written persuasive copy for corporate clients: ads, direct-mail campaigns, speeches and more. He's also personally trained and coached over 4000 people, helping business writers apply influential copywriting principles at work. More at www.magneto.net.au

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