

The Most Powerful

Advanced Persuasion Mastery



**Achievement System
in the World**



How to Become a Master of Persuasion

with Mike Pettigrew

What We Covered Last Month:



- 5 Powerful High Performance Tools to Boost Productivity.
- How to Eliminate Distractions and Improve Your Focus.
- Increase Your Energy and Brainpower in Just 3 Minutes.
- How to Get More Done While Reducing Stress.
- A Simple Way to Plan Each Day That Can Change Your Life.
- How to Finally Win Back Time!
- 10 Indicators to Discover How Productive You Will Be When Setting Any Goal – know when to proceed or not.

How to Become a Master of Persuasion



What You Will Learn Today:



- How to Be a Better Communicator.
- How to Get People to Understand Your Point of View.
- How to Gain More Respect from Others.
- How to Be More Persuasive in Every Interaction.
- How to Use Persuasion to Get Ahead Faster.
- How to Persuade Other People to Do What You Want!

Why These Are Important:

- You'll be able to achieve all your goals more easily.
- You'll have greater ability to communicate your ideas.
- Other people will "buy into" your vision more easily.

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What Is Persuasion And What Can It Do?



Wikipedia:

Persuasion can attempt to influence a person's beliefs, attitudes, intentions, motivations, or behaviours. It is an often used tool in the pursuit of personal gain. Persuasion can also be interpreted as using one's personal or positional resources to change people's behaviours or attitudes.

Systematic Persuasion - is the process through which attitudes or beliefs are leveraged by appeals to logic and reason.

Heuristic Persuasion - is the process through which attitudes or beliefs are leveraged by appeals to habit or emotion.

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Be More Persuasive = Get What You Want More Easily



*“Think twice before you speak,
because your words and influence will
plant the seed of either success or
failure in the mind of another.”*

- Napoleon Hill (from “Think and Grow Rich”)

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Famous Quotes About Persuasion



Aesop: *"Persuasion is often more effectual than force."*

Aristotle: *"Persuasion is clearly a sort of demonstration, since we are most fully persuaded when we consider a thing to have been demonstrated."*

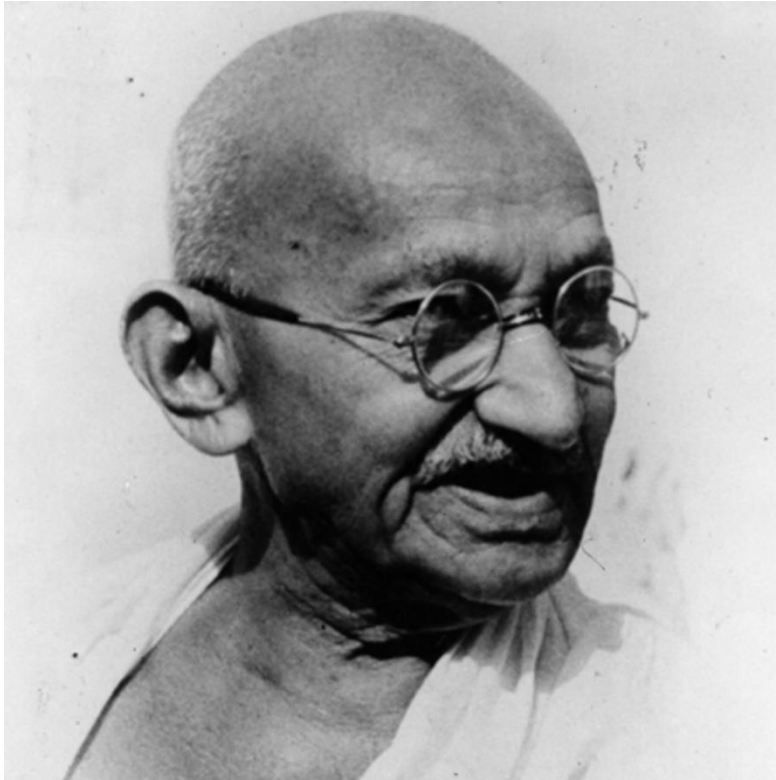
Blaise Pascal: *"People are generally better persuaded by the reasons which they have 'themselves discovered' than by those which have come into the mind of others."*

Nelson Mandela: *"It is wise to persuade people to do things and make them think it was their own idea."*

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A Powerful Example of Persuasion



Mahatma Gandhi Had Massive Ability to Persuade Others:
He proved that one man has the power to take on an entire empire, using both ethics and intelligence.

- Visited countless poor communities and listened to their struggles.
- Made people feel valued and appreciated.
- Helped improve communities and build schools and hospitals.
- Arrested and jailed for unrest - but talked his way out of jail!
- Nicknamed "Bapu" which means father.
- Arrested and imprisoned several more times.
- Hugely influential without ever forcing anyone to do anything.

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My Own Experiences of Persuasion

When I Was Young:

- I was not influential and experienced significant lack as a result.
- After becoming more persuasive my first business took off.

I Did This By:

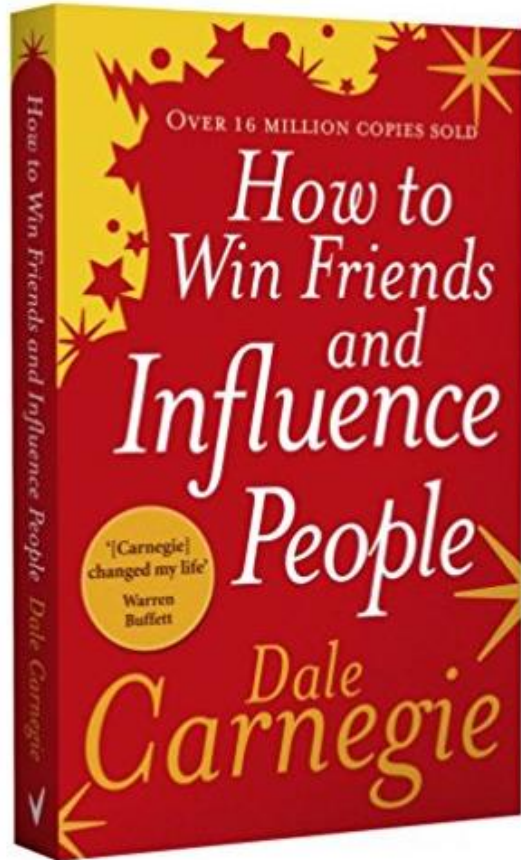
- Developing Greater Clarity and More Self-Confidence.
- Learning to Listen and Communicate My Ideas With Excitement.
- Giving a Voice to All Our Staff – enabling them to feel heard.
- Allowing Staff and Clients to Feel Valued and Appreciated.
- Helping Employees Feel They Were Part of Something Important.
- Enabling Each Employee to Discover Their Own Resourcefulness - by not immediately jumping in to fix every problem for them.
- Getting Others to "buy into" My Vision.



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How to Win Friends and Influence People – a summary



How to Be More Persuasive and Win People to Your Way of Thinking:

- ✓ Avoid All Arguments.
- ✓ Respect the Other Person's Opinions - never say, "you're wrong."
- ✓ If You Are Wrong - admit it quickly and emphatically.
- ✓ Begin in a Friendly Way.
- ✓ Get the Other Person - saying "yes, yes" immediately.
- ✓ Let the Other Person Do a Great Deal of the Talking.
- ✓ Let the Other Person Feel That the Idea is His or Hers.
- ✓ Try Honestly to See Things - from the other person's point of view.
- ✓ Be Sympathetic - with the other person's ideas and desires.
- ✓ Appeal to the Nobler Motives.
- ✓ Dramatize Your Ideas – make them exciting.
- ✓ Throw Down a Challenge.

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High Performance Coaching – What Is It?



Brendon Burchard

- founder of High Performance Institute

“High Performance means excelling and succeeding above and beyond standard norms consistently over the long-term”

High Performance Habits:

- ✓ High Performance vs Peak Performance
- ✓ Have Greater Success, Fulfilment, Aliveness and Joy
- ✓ Win Back Time – activities that waste time & energy
- ✓ Dramatically Increase Productivity (work smart)
- ✓ Take Energisation Breaks - every 60 to 90 minutes
- ✓ Improve Your Health - reduce stress and burnout
- ✓ Have Greater Focus - Get More Done and Faster
- ✓ Achieve Far Higher Success – than 95% of people

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The High Performance Coaching Model™

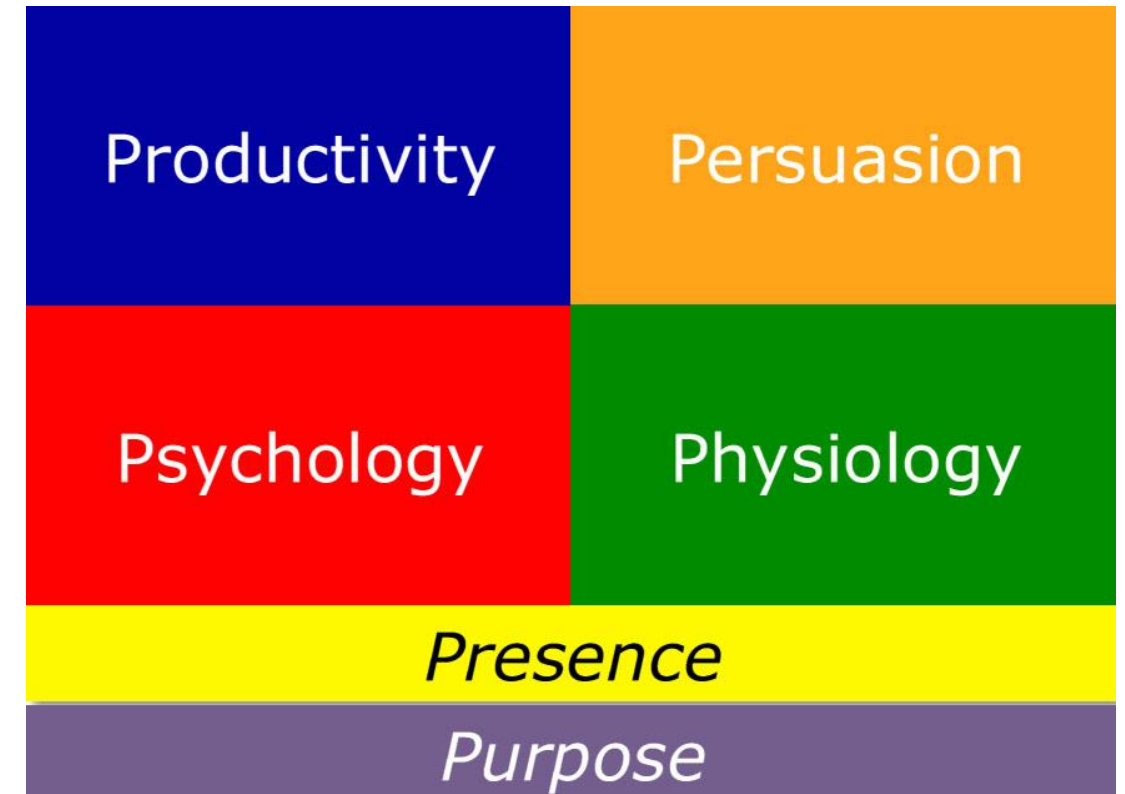


**CERTIFIED
HIGH PERFORMANCE
COACH™**

We Experience These...

- Clarity
- Energy
- Courage
- Productivity
- Influence

By Mastering These...



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High Performance Coaching – Persuasion Questions

Think of an area in your personal or professional life where you are trying to persuade someone to change.



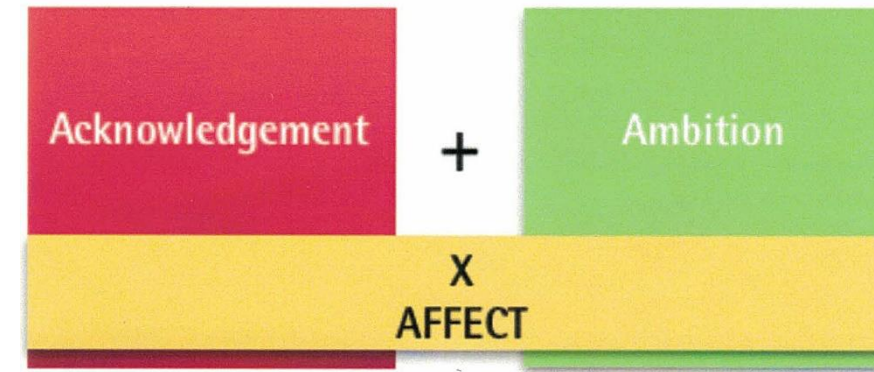
1. What Has Been Working for You in This Process?
2. What Doesn't Seem to Be Working?
3. Do You Feel You Have Strong Persuasive Skills? If So, What Makes You Good at it and Where Can You Apply it More to Improve Your Life? If Not, What Causes You to Believe You Are Not Good at it? What Might You Improve?
4. If You Could Persuade More People to Support Your Dreams, What Would You Ask for?

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High Performance Coaching – The Persuasion Formula

This is a 3-part formula for thinking through any situation in which persuasion will be critical: mediations, negotiations, requests of your family, and more:



1. Acknowledgement: The foundation for all persuasion rests on our ability to acknowledge others, to explicitly share our understanding of and appreciation for their realities. ***We must acknowledge other people's challenges and struggles, and their successes,*** before attempting to make a request of them.

2. Ambition: ***Next, we must also stoke their Ambition for a better future.*** As we do that, we can gain greater persuasion by sharing explicitly how their actions can bring them great intrinsic reward (personal meaning, passion, and enjoyment) and extrinsic reward (social recognition, or rewards like status, money, power, awards, social popularity or appreciation).

3. Affect: ***We must overlay to all this communication a high dose of Affect, or emotion.*** We have to share stories or utilise our time in order to make people feel like wanting to do something on an emotional level.

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High Performance Coaching – The Persuasion Formula

SENTENCE COMPLETION: Use the following sentences to think about this framework. *Apply it to yourself or to someone you are trying to influence.*

An area of life I need to persuade people better is.....

Now think of someone specific who you want to persuade:

In my next situation of persuasion, *the things I'd have to say to them to **Acknowledge Them*** would be things like.....

In my next situation of persuasion, *the things I'd have to say to them to **Stoke Their Ambition*** would be things like.....

In my next situation of persuasion, *the things I'd have to say to them to **Gain More Affect (Emotion)*** from them would be things like.....

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High Performance Coaching – Persuasion Planning #1

Persuading is influencing others to believe and/or commit to something.

What do you want others to believe or commit to? You must *think through* persuasion attempts in advance, otherwise your results may be disappointing!

The following questions will help you plan your next persuasion situation, whether it's a customer, spouse, friend or colleague:

1. **The belief or action** I am trying to influence with this person is.....
2. **The reason** I want to influence them to believe/commit to this is.....
3. **The ways** I can bring up this suggestion to them and frame it positively so they see it benefits us both are.....
4. **The future benefits** this person will personally experience for adopting my suggestion are.....

High Performance Coaching – Persuasion Planning #2

5. The intrinsic and extrinsic rewards that would motivate this person to do what I suggest are.....

6. The daily tangible impacts they would feel/sense if they were to do what I'm suggesting would be.....

[think about their daily life – what would really change and be better? Paint the picture vividly]

7. The benefits that would happen for others if this person were to do what I suggest are.....

[does them believing/doing what you suggest benefit other people too, if so how?]

High Performance Coaching – Persuasion Planning #3

8. The consequences this person would experience for not doing what I suggest are.....

[be detailed here – paint a picture of their daily reality and ultimate outcome that would not be good for them]

9. The deadline I can make real and share with this person is.....and the reason they will want to hit that deadline is.....

What We Have Covered:

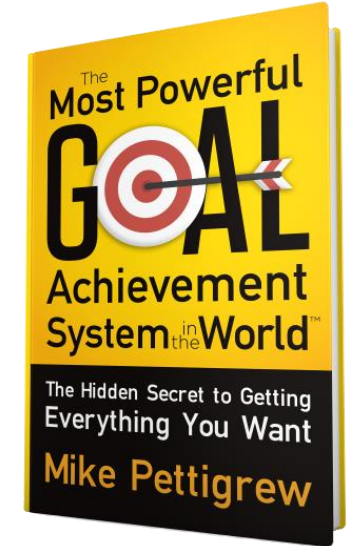
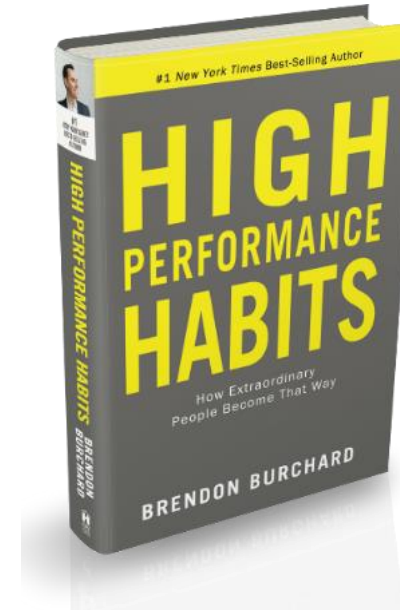
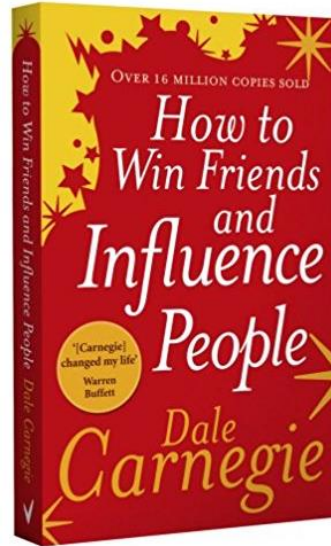
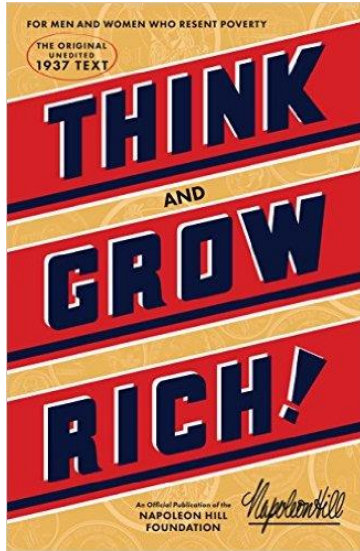


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Recommended Resources



- **Think And Grow Rich:** Napoleon Hill
- **How to Win Friends and Influence People:** Dale Carnegie
- **High Performance Habits:** Brendon Burchard
- **The Most Powerful Goal Achievement System in the World:** Mike Pettigrew

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Over to You...



Questions & Answers

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