

## **? 1. Automatic Triggers: We use “mental shortcuts” to make decisions, but they can mislead us**

We use mental shortcuts to make decisions quickly, but these can mislead us. Just like a mother turkey will nurture a stuffed cat that makes a “cheep cheep” sound, we also respond to triggers in automatic, irrational ways.

## **? 2. Reciprocity: We feel obligated to pay back gifts and favours we have received**

Reciprocity is our natural urge to return gifts and favours, and it's a powerful tool in influence. Examples include: free samples, small gifts, and concessions in negotiations. Beware free gifts—they may just be a setup for a bigger request!

## **? 3. Commitment and Consistency: We want to appear consistent with our past actions**

When we make a commitment, especially one that is public and in writing, then we feel the need to stay consistent with it. It's a powerful tool in influence. But remember the next time you make a small commitment, it might just be the first step to a bigger one!

## **? 4. Social Proof: We copy the actions of other people**

In summary, Social Proof is our tendency of copying what others do, assuming a behavior is correct if many others are doing it. This explains why products that appear popular sell better—through more reviews, best-seller badges, or celebrity endorsements.

## **? 5. Liking: We prefer to say yes to people we like**

Principle four is Liking. We are more likely to say yes to people we like. Factors that increase liking include similarity, familiarity, attractiveness, and receiving compliments. Many sales strategies are based on building trust and familiarity with a prospect over time.

## **?? 6. Authority: We follow people that appear to be recognized authorities**

Cialdini's fifth principle, Authority, reveals our tendency to follow perceived authorities. We are strongly influenced by triggers like a person's clothes, titles, and specialization.

## **? 7. Scarcity: We want things more when they're harder to get**

Scarcity triggers a basic fear and desire in us: when something is rare, we often want it more. Marketers and salespeople use this by limiting how much or how long we can buy something, making us worry about missing out.

**This is just a sample!**

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