
Pre-Suasion Summary PDF Cheatsheet — GrowthSummary.com

- ?? 1. **What is Pre-Suasion?:** Increase your influence by making people receptive to your message BEFORE they hear it
- ? 2. **The Importance of Attention:** Pay attention to something, and it will automatically seem more important to you
- ? 3. **Redirecting Attention:** Point someone's attention in a new direction and they often forget previous priorities
- ? 4. **Capture Attention:** Stimuli like sex, danger and novelty are the most effective for grabbing people's attention
- ? 5. **Personalize Your Message:** Hold people's interest by making it all about YOU (them)
- ? 6. **Maintain Curiosity:** Also hold interest by sharing incomplete stories and mysteries
- ? 7. **Common Identity:** A shared identity or deep similarity with someone creates deep trust and influence
- ? 8. **Create Positive Associations:** Create a new mental association between two things to shape people's feelings
- ? 9. **Avoid Negative Associations:** Stop using words which create the wrong mental connections for your purpose
- ? 10. **Build Trust:** Leverage existing patterns of trust to build people's trust in you

This is just a sample!

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