

Influence Factors Worksheet

Use this worksheet to audit and plan how you will engage each of Cialdini's six Influence Factors in your persuasion and increase the recipient's inclination to agree with your proposal. Be creative, strategic, and specific.

Reciprocity

People feel obligated to repay their debts in kind. How can you increase the inclination to comply by using gifts, shared gains, or shared concessions?

Scarcity

People want more of those things they can have less of. How can you use the fear of loss, scarcity, and exclusivity to make your proposal more persuasive?

Consistency

People are inclined to do things that are consistent with their previous actions. How can you ask for public, actionable, commitments in the direction of your persuasion?

Authority

People follow the lead of credible, knowledgeable experts. How can you establish your authority before you attempt to persuade?

Social Proof

People look to the actions of others to determine their own. How can you harness peer pressure, consensus, and the actions of others to be more persuasive?

Liking

People prefer to say “Yes” to those they like. How can you be more “likable” and strengthen your persuasion by using Similarity, genuine Compliments, and Cooperation?

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