

# P E R S U A D E

TO INDUCE TO UNDERTAKE A COURSE OF ACTION OR EMBRACE A POINT OF VIEW BY MEANS OF ARGUMENT, REASONING, OR ENTREATY.

**IF YOU WANT SOMEBODY TO DO SOMETHING THAT YOU WANT THEM TO DO  
YOU MUST FIRST MAKE SURE THAT THEIR RADIO IS TURNED ON  
AND THEN TUNED IN TO THEIR FAVORITE RADIO STATION**

## WII-FM – WHAT’S IN IT FOR ME question

**TO PERSUADE SOMEBODY TO DO SOMETHING : YOU MUST KNOW WHAT THEY NEED/WANT,  
WHAT THEY THINK ABOUT IT,  
HOW THEY FEEL ABOUT IT.**

**THERE ARE A HANDFUL OF STEPS TO TAKE :**

1. **NEED** PEOPLE WON'T RESPOND TO YOU IF THEY HAVE NO NEED FOR . . .
2. **AWARE** IF PEOPLE DON'T KNOW/THINK/FEEL THAT THEY NEED SOMETHING . . .
3. **EXPLORE** LOOKING FOR WHAT "FITS" THEIR "NEED" IS A PROCESS THAT TAKES TIME
4. **EVALUATE** USE ENOUGH WORDS TO MAKE JUDGEMENTS ABOUT THE "RIGHT FIT"
5. **DO IT** THAT AGREEMENT AFFECTS OTHER AREAS OF THEIR LIFE - RIPPLE EFFECT -

**THE RIPPLE EFFECT MEANS THAT ONE CHANGE WILL INFLUENCE OTHER "UNRELATED" AREAS.**

**A CHANGE IN 1 OF THE 5 AREAS THAT PEOPLE ARE AFFECTED ; PHYSICAL, EMOTIONAL, INTELLECTUAL, SOCIAL, SPIRITUAL, WILL IMPACT THE OTHER AREAS IN TRIVIAL OR PROFOUND WAYS. IF YOU DO NOT EXPLORE AND EVALUATE THE IMPACT OF THE RIPPLE EFFECT YOU MAY BE PLEASANTLY OR UNPLEASANTLY SURPRISED. IT'S A SURE-FIRE WAKE-UP CALL EITHER WAY.**

**PERSUADING SOMEBODY TO GO OUT FOR DINNER AND A MOVIE WILL INFLUENCE THEIR FEELINGS, THOUGHTS, & VALUES ABOUT OTHER AREAS OF YOUR RELATIONSHIP WITH THEM.**

**PERSUADING SOMEBODY TO TALK ABOUT VULNERABLE AREAS OF THEIR LIFE WITH TRUST-CONFIDENTIALITY-OPENNESS WILL INFLUENCE & EFFECT OTHER AREAS OF THE RELATIONSHIP.**

<b>THESE ARE THE BASICS TO BUILD UPON</b>	<b>AGREEMENTS</b>	<b>BASIC SOCIAL SAFETY</b>	<b>MESS THESE UP AT YOUR PERIL</b>
	<b>D I G N I T Y</b>	<b>BASIC EMOTIONAL SAFETY</b>	
	<b>HEALTH &amp; SAFETY</b>	<b>BASIC PHYSICAL SAFETY</b>	

**ETHICAL PERSUASION MEANS THAT YOU MUST NOT ENDANGER OTHER PEOPLE BY USING YOUR PERSONAL POWER, ENTHUSIASM, EMOTIONAL OR INTELLECTUAL COERCION, OR ANY OTHER POWER PLAY TO "RUN-OVER" THEIR OBJECTIONS, FEARS, OR VULNERABILITIES IN ORDER TO "GET-YOUR-OWN-WAY". SELFISH ADVANTAGE WILL BACKFIRE. MAYBE NOT NOW, MAYBE NOT TODAY, MAYBE NOT TOMORROW, BUT POWER PLAYS WILL BACKFIRE FOR SURE.**



**OPINIONS AND FEELINGS ARE FREQUENTLY A PERSONAL TRIUMPH OVER GOOD THINKING  
YOU DEFINE REALITY BY WHAT YOU KNOW, WHAT YOU BELIEVE, AND WHAT YOU DO ABOUT IT.**