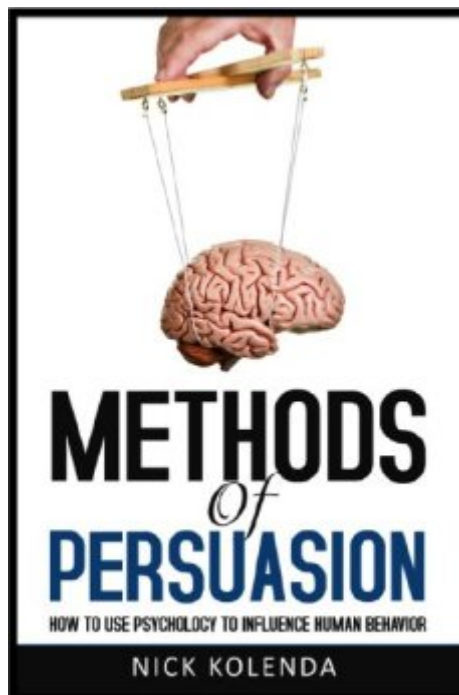


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# Methods Of Persuasion: How To Use Psychology To Influence Human Behavior



## Synopsis

Over 15,000 copies sold! Using principles from cognitive psychology, Nick Kolenda developed a unique way to influence people's thoughts. He developed a "mind reading" stage show depicting that phenomenon, and his demonstrations have been seen by over a million people across the globe. *Methods of Persuasion* reveals that secret for the first time. You'll learn how to use those principles to influence people's thoughts in your own life. Drawing from academic research in psychology, the entire book culminates a powerful 7-step persuasion process that follows the acronym, METHODS: Step 1: Mold Their Perception Step 2: Elicit Congruent Attitudes Step 3: Trigger Social Pressure Step 4: Habituate Your Message Step 5: Optimize Your Message Step 6: Drive Their Momentum Step 7: Sustain Their Compliance This book teaches you the psychology behind each step. You'll learn how to apply METHODS to your own life so that you can influence people's thoughts, emotions, and behavior in nearly any situation.

## Book Information

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## Customer Reviews

The big fear with such books is 1) that it'll be quack anecdote stuff, or 2) that it'll be so obvious anyone with a high school psych book would know it already. This book is neither. Well-researched,

cited, and both insightful and funny, it's simply a fun read. Also informative. Do recommend.

Nick has put together a true masterpiece with this book. I have tried to make it through Cialdini, etc. before, but never found the writing style that engaging. In this book, Nick takes you through all the methods and gives scientific data to back it up. I have rarely read a book that does this without either...A. Putting me to sleep....or B. Giving me no practical way to apply the information whatsoever. This is not the case with this book. You get the knowledge and how to apply it in the real world and the writing is engaging. I can't believe this book was in my Kindle for 4 months before I decided to read it! Glad I circled back around to it :) Much like a debut album, it will be hard for him to top this effort, but I look forward to further works from him if he chooses to publish more.

I purchased this book, Mind Control Mastery, and Unlimited Selling Power. This is the best of them by far and the one to start with. It's clearly structured, useful and memorable due to scientific studies cited. Kolenda's use of a single example, with each chapter building upon it really helps clarify practical use of the techniques. Neither of the other two use either of these items. Instead they read like long rambling sermons without foundation in comparison and you're left with no idea how to practically use the information or whether it's more than just one person's opinion .

LOVE this book - Recently started teaching a sales class at work for my team, and came across this text the second week into it. Made me seriously stop and rethink if I should try to re-launch the class around some of the amazing research in this book. Incredibly helpful and insightful. Makes me hate to recommend the book because a lot of the tools and insight from the text is so good, helpful, and proven to work that I wouldn't want anyone else to use it.

At just over 200 pages, Methods of Persuasion offers an intelligent, witty, and enlightening glimpse inside the human mind. Nick shows how most of our daily actions are often controlled by principles outside of our conscious awareness, and he does a great job of describing the scientific research in a fascinating and entertaining way. Everything that he explains is also practical. I found myself jotting down idea after idea (and I usually don't take notes while reading). Although many of the examples relate to marketing and advertising, he explains many different scenarios where the principles can be used. My favorite part of the book is that it describes a step-by-step process. Similar books that I've read on the subject only explain a list of techniques, so it's sometimes difficult to know when to use them. This is the first book I've read that actually outlines a clear

and logical sequence of steps to persuade someone.

Persuasion science skills, they're part of my USP. So I went to Nick's site for a quick look-see. After a quick look, I downloaded his freebies. They were so damn good, I got the heebie-jeebies. So I ordered from this site called .... And after reading his book, realized, "His claims weren't no con." So to supercharge your life and even your career, I say... "Take control of your future and order today."

His persuasion worked since I've never written an review before. That's how good the book is. I was intrigued by the science and research that backed up everything he put together to explain the methods. I appreciated the hard work.

Very well organized presentation of the psychology of influence. Perhaps, one of the most useful features of this book is how the author has organized all this information into a systematized model that aids in its practical application. As simple as pushing the channel buttons on your TV remote you can simply go to the individual step of the model you want to use for the situation. The author draws off of an immense amount of research studies but distills the results into concepts and methods that one can easily comprehend. When you open the book and begin to survey its vast contents its like when your garage door opens to reveals a large cache of useful tools all neatly organized and hung along the walls. Such is *Methods of Persuasion*. This is one of my "go-to" books to which I keep returning again and again.

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