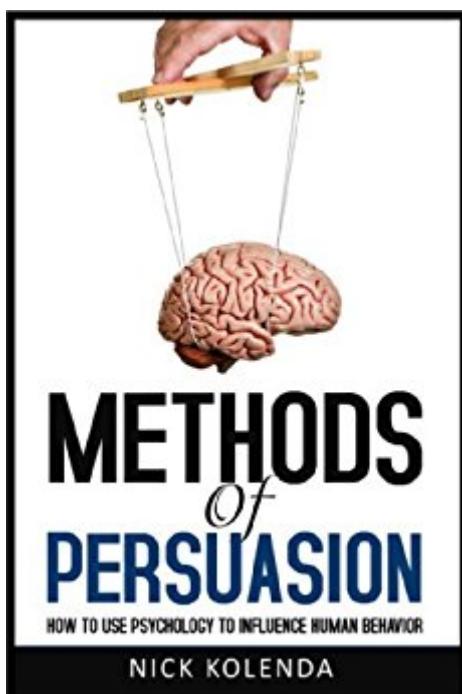


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# Methods Of Persuasion: How To Use Psychology To Influence Human Behavior



## **Synopsis**

Over 30,000 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**

Just buy it! Even though I'm less than 1/2 way through the book, I've already received more than my monies worth. It's a book that's hard to put down. The author, Nick Kolenda, is BRILLIANT! He explains each concept using easy to understand language, backs it up by citing the research &

source, and then uses the same methods on the reader ensuring that you experience it 1st hand.

BRILLIANT!

Read this book before you buy your next car or vote or start a relationship or buy insurance.

Because it does work.

Awesome book - very quick read and contains some great ideas that you can use in the real world.

Highly recommended.

Being self-employed, I understand the importance of having a good instinct for pervasiveness in everyday experiences. This book helped improve my understanding of what to focus on during interactions

Interesting book. Helped me see how advertising works and how to form my own opinions. Great Price. Arrived quickly, in great shape, just as advertised. Will order from this vendor again

This is a great book! (How does someone so young know so much?!) Kolenda has done a great job synthesizing knowledge from the fields of psychology and behavioral economics into an easy-to-read book that clearly tells readers how to apply that information to be significantly more persuasive. As a market researcher who advises marketers and advertisers, I feel that I need to re-read this book and commit it to memory!

Nick is one of my top two all time favorite authors for anything having to do with persuasion! The information on his website is INCREDIBLE and led me to buying this book. I HIGHLY recommend not only this BRILLIANT book but his website as well and signing up for his e-mail list. Everything Nick writes is high-quality and helpful!!

I thought I'd read everything interesting about persuasion. I make it my job to focus on what can help my copywriting. Usually there are obscure ideas that I have to translate into practical methods in a sales letter. METHODS is actually methods to use persuasion and it easily relates to marketing materials. Its clear and concise. Great Book

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