


Principles of Persuasion

A photograph of a red pawn and a group of yellow pawns on a wooden surface. The red pawn is on the left, and the yellow pawns are on the right. The background is a gradient from dark to light.

8 Principles That Can Feed You For Life!
(For wise and ethical use only!)



5 Core Psychological Foundations



Emotional Decision Making

- The brain makes decisions emotionally first, then rationalizes logically
- Proverbs 4:23: "Above all else, guard your heart, for everything you do flows from it"
- Luke 6:45: "The good person out of the good treasure of his heart produces good"
- Jeremiah 17:9: "The heart is deceitful above all things and beyond cure. Who can understand it?"



Confirmation Bias

- People seek information that confirms existing beliefs and resist conflicting data.
- **The Pharisees and Jesus:** They rejected clear signs because Jesus didn't match their preferred narrative.
- **The 12 Spies in the Promised Land:** Ten of the twelve spies returned with a negative report because they expected danger and defeat.
- **People Who Only Hear What They Want to Hear:** People seek out voices that validate their preferences, not challenge them with truth.



Power of Words (Cognitive Ease)

- Information that feels familiar and easy to process is more readily accepted.
- Proverbs 18:21: "The tongue has the power of life and death, and those who love it will eat its fruit"
- Isaiah 55:11: "So is my word that goes out from my mouth: It will not return to me empty"
- Proverbs 12:18: "The tongue of the wise brings healing"

WORDS HAVE POWER





Social Influence

- People look to others for guidance on how to think and behave.
- Proverbs 27:17: "As iron sharpens iron, so one person sharpens another"
- Psalm 107:2: "Let the redeemed of the Lord tell their story"
- Proverbs 1:10-11: Warning against negative social influence

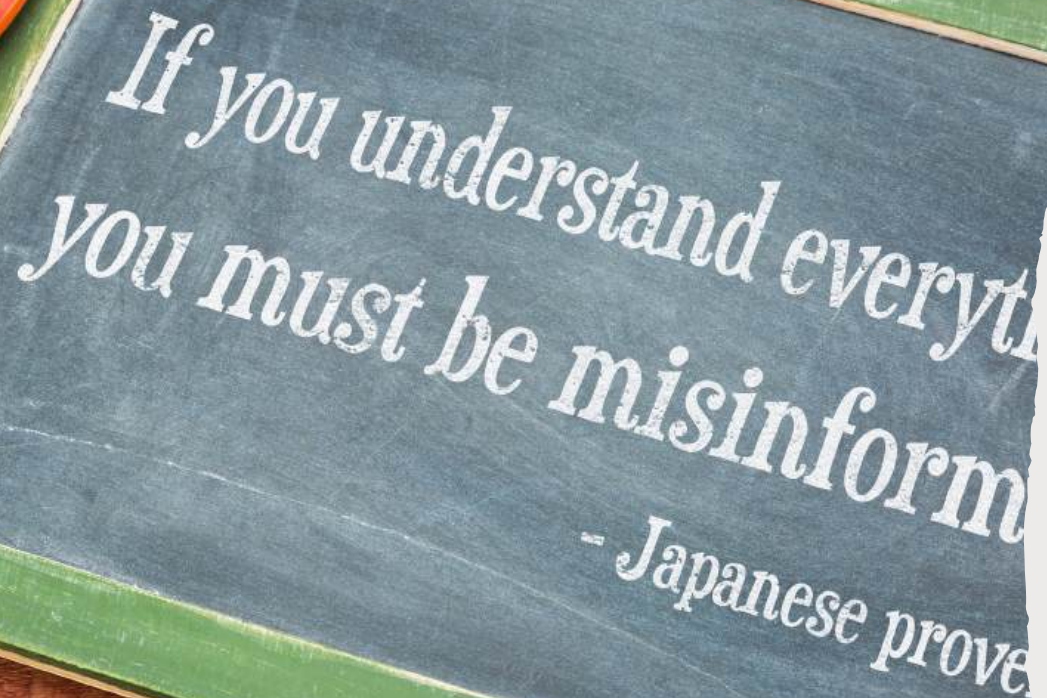


Trust as Foundation

- Trust is essential for all effective influence
- Proverbs 11:13: "A trustworthy person keeps a secret"
- Matthew 25:21: "Well done, good and faithful servant!"
- 2 Corinthians 4:2: "We do not use deception, nor do we distort the word of God"

8 Core Principles For Effective Persuasion



A green chalkboard with white text on a wooden surface. The text is written in a cursive font and reads: "If you understand everything you must be misinformed". Below this, it says "- Japanese proverb".

*If you understand everything
you must be misinformed*

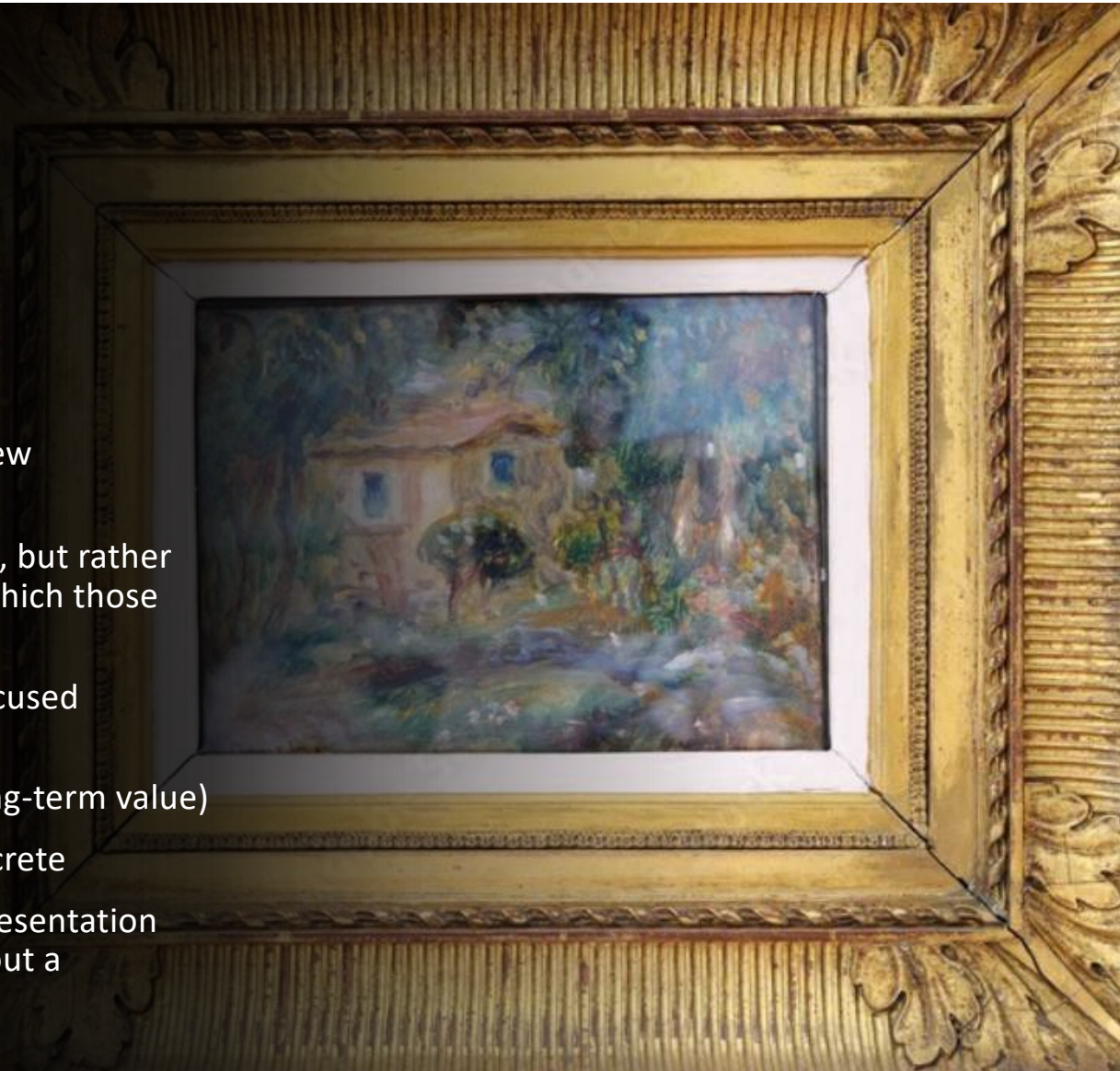
- Japanese proverb

1. The Mirror Principle

- Accurately reflect the customer's current reality to build trust
- Demonstrate deep understanding of their situation and challenges
- Create cognitive resonance that makes customers feel genuinely understood
- Address emotional experiences, not just factual situations
- The opening moments of your presentation should reflect the prospect's current reality so sharply, they wonder how you already knew"
- This requires GREAT QUESTIONS (i.e. Moses Questioning Strategy)

2. The Reframing Principle

- Help customers see familiar situations from new perspectives
- Reframing does not involve changing the facts, but rather changing the context or framework through which those facts are interpreted.
- Shift from problem-focused to opportunity-focused thinking
- Change time horizons (short-term costs vs. long-term value)
- Make hidden costs of inaction visible and concrete
- Present strategic narrative shifts where the presentation stops being about a product and becomes about a movement. (MAGA)



Reframing Types

(He who shapes or frames the argument usually wins)

- **Problem-to-Opportunity:** Transform challenges into growth possibilities
- **Cost-to-Investment:** Shift focus from expense to returns over time
- **Feature-to-Benefit:** Connect technical specs to human outcomes
- **Short-term to Long-term:** Expand time horizons for better decisions
- **Individual-to-Collective:** Show broader organizational impact
- **Comparative:** Change reference points for evaluation
- **Risk:** Shift perception of where true risk lies

Reframing Process

- Understand the customer's current frame
- Identify limitations in their perspective
- Introduce alternative viewpoints respectfully
- Connect new frames to existing customer values
- Illustrate practical implications of the new perspective

3. The Hero's Journey Principle

- Position the customer as the protagonist of their transformation story
- Salesperson serves as guide/mentor, not the hero
- Help customers articulate compelling visions of success
- Provide tools and guidance while respecting customer agency
- Create emotional investment in the transformation process
- Sales presentations often position the company or product as the hero: But psychologically, this doesn't land well.
- What works better is making the prospect the hero with the salesperson as the guide helping them adapt, win, and lead.



4. The Risk Reversal Principle

- Make the status quo feel riskier than the proposed change
- Highlight cumulative costs and growing vulnerabilities of inaction
- Address and mitigate perceived risks of the solution
- Show how the solution actually reduces existing risks
- Most buyers are risk averse. The moment your presentation sounds new, unfamiliar, or complex, the brain does what it's wired to do—protect itself.
- If appropriate, make the status quo feel like the bigger gamble while positioning the proposed solution as a way to reduce risk.
- The Risk Reversal Principle works because human decision-making is built to avoid loss more than to pursue gain.

