



7 Laws of Persuasion

How the Holy Spirit Persuades The Heart

Foundation

- ✧ To learn how to do something, look in Scripture where someone has already succeeded in a similar situation. Better yet, look for where God has done it and copy Him.
- ✧ The Holy Spirit has the job of persuading people that God is good, we have sinned, there's a price to pay, Jesus paid that price, and we can be reconciled to the Father.
- ✧ There is much to learn from observing HOW the Holy Spirit actually does the persuading.



LAW # 1: Awaken The Need

- ☞ *“And when He is come, He will convict the world of sin, and of righteousness, and of judgment.” (John 16:8)*
- ☞ Before attempting to persuade a client to take some action, faithfully demonstrate that a gap exists which won't be bridged by current methods and it will cost them more to not take action.
- ☞ Use P.A.I.N. Index questions

FIND THE PAIN

∞ Problem

∞ Assess: Cause & Effect

∞ Implications

∞ Next Step?



“*Of Sin*”: To miss the mark, fall short of the target.

- ☞ Prospects must realize that there is a gap between where they are and where they are wanting to be. They are missing the mark.
- ☞ Many don't realize they are falling short (they're used to the pain)
- ☞ Many don't care (lack motivation to change)
- ☞ Many have no solutions & aren't looking (despair has set in)
- ☞ Many are looking for a proven, sensible solution (ideal)

“*Of Righteousness*”: Our righteousness is as filthy rags (Isa 64:6)

- ❧ Prospects must realize that what they are depending on to bridge that gap, will never succeed.
- ❧ They may already have a solution that’s either not working at all, or not working as well as it should be, leaving a shortfall.
- ❧ Guide the prospect using questions to help them discover the lack in their solution.

“Of Judgment”: There is a Hell to shun and a Heaven to gain.

- ❧ Prospects must realize that if they don't bridge the gap, there will be a price to pay:
- ❧ Lost opportunity
- ❧ Lost revenue
- ❧ Lost productivity
- ❧ Lost peace of mind
- ❧ Lack of personal fulfillment

LAW # 2: Come Alongside



- ☞ *“Who comforts us in all our tribulation, that we may be able to comfort...”* (2 Cor 1:4)
- ☞ Comfort = come alongside to console & encourage. To do that, you need to listen.
- ☞ People don’t care how much you know until they know how much you care!
- ☞ People buy from people who can describe their problems (pain) – NOT how well you describe your product or service.
- ☞ Comfort is an emotional experience and it carries hope. Once your prospect sees they have shortfall that will cost them, they need to know there is a workable solution.

LAW 3: Flow With Your Gift

*“There are diversities of gifts, but the same Spirit... for to one is given the **word of wisdom** through the Spirit, to another the **word of knowledge** through the same Spirit, to another **faith** by the same Spirit, to another **gifts of healings** by the same Spirit, to another the **working of miracles**, to another **prophecy**, to another **discerning of spirits**, to another **different kinds of tongues**, to another the **interpretation of tongues**. But one and the same Spirit works all these things, distributing to each one individually as He wills.”*

(1 Corinthians 12:4, 8-11)

FLOW WITH YOUR



1. Wisdom - gives good counsel



WISDOM

The Ultimate Wealth Creator

Most Common Worry



- ☞ According to a Business News Daily study, “the main source of stress for most people is money.”
- ☞ According to U.S. News & World Report, even rich people worry about money. Maybe more so.
- ☞ Jesus said not to worry and seek first the kingdom of God and His righteousness, and all these things would be added
- ☞ Proverbs 8:17, 20 & 21 says, “I (Wisdom) love those who love Me, and those who seek Me diligently will find me... I travel the way of righteousness and righteousness in the midst of the paths of justice, that I may cause those who love Me to inherit wealth, that I may fill their treasuries.”
- ☞ We tend to become like that which we pursue. Therefore, pursue God. Pursue love. Pursue righteousness. Do not pursue riches.

Wisdom is a Person

- ☞ But of Him you are in Christ Jesus who became for us wisdom from God. (1 Cor 1:30)
- ☞ I, wisdom, dwell with prudence and find out knowledge of witty inventions.
- ☞ I love those who love Me.
- ☞ I have been established from everlasting
- ☞ When He prepared the Heavens, I was there
- ☞ In Christ are hidden all the treasures of Wisdom & knowledge

Benefits of Wisdom

- ❧ Crowned with riches (Proverbs 14:24) “crown of the wise is their riches”
- ❧ Inherit glory (Proverbs 3:35) “the wise shall inherit glory”
- ❧ Desirable treasure (Proverbs 21:20) “in the dwelling of the wise”
- ❧ Oil in the dwelling of the wise (Proverbs 21:20)
- ❧ Find out knowledge of witty inventions (Proverbs 8:12)
- ❧ That I may cause those that love me to inherit wealth (Proverbs 8:21)
- ❧ That I may fill their treasuries (Proverbs 8:21)

Traits of the Wise

- ☞ Their words bring or promote health (Proverbs 12:18)
- ☞ The tongue of the wise uses (disperses) knowledge rightly (Proverbs 15:2)
- ☞ The heart of the wise, teaches their mouth (Proverbs 18:23)
- ☞ The heart of the wise adds learning to their lips (Proverbs 18:23)
- ☞ Their words are gracious (Ecc 10:12)
- ☞ A wise man holds his words till later (Proverbs 29:11)
- ☞ The wise are strong (Proverbs 24:5)

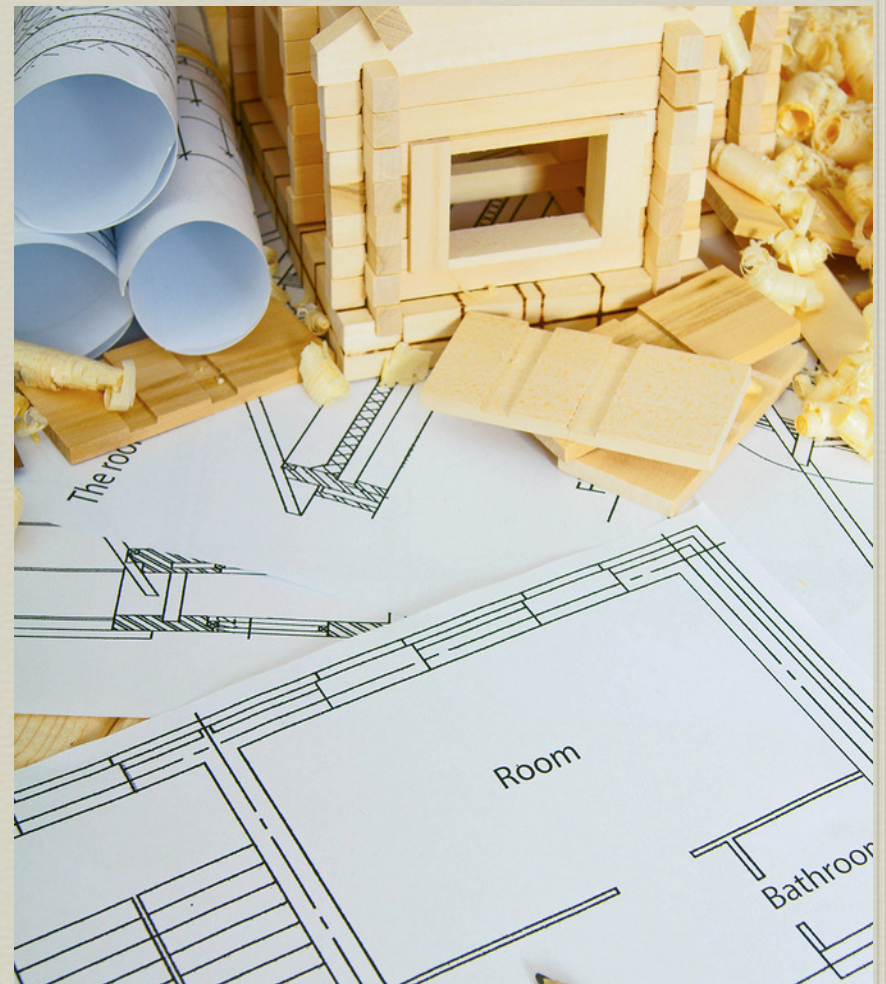
More Traits of a Wise Man

- ☞ Lay up knowledge (Proverbs 10:14)
- ☞ Receive the commands of God (Proverbs 10:8)
- ☞ He who wins souls is wise (Proverbs 11:30)
- ☞ A wise man fears the Lord, shunning evil (Proverbs 14:16)
- ☞ Teach with his mouth (Proverbs 16:23)
- ☞ Feed many with his lips (Proverbs 10:21)
- ☞ He who restrains his lips is wise (Proverbs 10:19)

I) Create Structure

(Order, Discipline)

1. Wisdom has built her house (palace, temple). The first thing wisdom deals with is the temple of God.
2. We are the temple He chooses to dwell in. A home or temple is structure. Life flows through structure. Systems.
3. We need structure for our spiritual life, our intellectual life, our physical life, family life, etc. Structure. Discipline. Order. (David, Daniel, etc.)
4. Your life needs it. Your business needs it.



II) Pursue Wisdom

- ☞ She has hewn (carved out) her seven (sacred full number) of pillars, (platforms, columns).
- ☞ So, what are the seven sacred pillars of wisdom? This is what makes the house so beautiful. It's the columns or pillars.
- ☞ To beautify the structure of our lives, we are guided by and practice the seven pillars of wisdom (Proverbs 9:1)



7 Pillars of Wisdom

- ❧ Pure (innocent, clean, ethical, blameless)
- ❧ Peaceable (peaceful, loves peace, brings peace... blessed are the peacemakers)
- ❧ Gentle (moderate, appropriate, patient)
- ❧ Willing to yield (accommodating)
- ❧ Full of mercy and good fruits (goodwill towards the afflicted as demonstrated by works)
- ❧ Without partiality (no respecter of persons)
- ❧ Without hypocrisy (sincere)

III) Capital Investment

- ☞ She has slaughtered her meat (beasts) This speaks of sacrifice. Commitment.
- ☞ In business, this speaks of capital investment.
- ☞ (Wealth was measured by the size of your herd)
- ☞ No turning back. The animal has been slaughtered.



IV) Cut Covenant

- ☞ She has mixed (poured) her wine: It's the idea of cutting wine with water.
- ☞ Wine speaks of covenant. (Matthew 26:28, 1 Corinthians 11:25)
- ☞ Water speaks of the Word.
- ☞ “My covenant I will not break, nor alter the word that has gone out of My lips.”
- ☞ Business runs on trust. Relies on agreement, routed in covenant.
- ☞ Covenant is about integrity. Promise.



V) Compelling Value Proposition

- ❧ She has also furnished her table:
- ❧ Lay out your offer in an attractive, orderly fashion. Make it desirable.
- ❧ Contrast table with dirty dishes and food slopped around to fine china and silverware with serving bowls, etc.
- ❧ This is your value proposition. How clear, concise and appealing is it?



VI) Find Your Biggest Fans

- ❧ She has sent out (like arrows) her maidens:
- ❧ Who was the first person to preach the gospel
- ❧ Mary Magdalene and another Mary were the maidens shot out like an arrow to declare HE IS RISEN!
- ❧ Most powerful form of advertising is that of those who have been personally helped by your product or service.
- ❧ Send them or their message, (testimony) out.



VII) Leverage Influence

- ☞ She cries out from the highest places of the city...
- ☞ Where are you going to reach the most folks in your target audience?
- ☞ What is your biggest megaphone for your audience?
- ☞ Market through that means.



Top Ten Ways to Get Wisdom

- ☞ Hear counsel (Proverbs 19:20)
- ☞ Receive instruction (Proverbs 19:20)
- ☞ Ask God – in faith – with no doubting (James 1:5, 6)
Those who seek me diligently, will find me (Proverbs 8:17)
- ☞ The rod and reproof give wisdom (Proverbs 29:15)
- ☞ In Christ are hidden all the treasures of wisdom and knowledge. (Colossians 2:3) Fellowship with Jesus

Top Ten Ways To Get Wisdom



- ☞ Walk with the wise and you will be wise (Proverbs 13:20)
- ☞ With the lowly (humble) is wisdom (Proverbs 11:2)
- ☞ With the well advised is wisdom (Proverbs 13:10)
- ☞ Found in the way of righteousness (Proverbs 8:20)
- ☞ Found in the paths of justice (Proverbs 8:20)

REVIEW

- ∞ **LAW # 1: Awaken the Need** *“And when He is come, He will convict the world of sin, and of righteousness, and of judgment.”*
(John 16:8)
- ∞ **LAW # 2: Come Alongside** *“Who comforts (parakaleo) us in all our tribulation, that we may be able to comfort...”* (2 Cor 1:4)

LAW 3: Flow With Your Gift

*“There are diversities of **gifts** (charisma – gifts of grace), but the same Spirit. There are differences of **ministries** (administrations, types of service), but the same Lord. And there are diversities of **activities** (operations), but it is the same God who works all in all. But the manifestation of the Spirit is **given to each one for the profit of all.**”*

(1 Corinthians 12:4-7)

The Nine Spiritual Gifts

(1 Corinthians 12:8-11)

☞ word of wisdom

☞ **logic, counsel, left brain, factual, override emotion, financial justification for big purchases**

☞ word of knowledge

☞ **knows stuff, builds trust** (Hittite)

☞ faith (Belief vs unbelief, unsure)

☞ **confidence, transference of belief...**

☞ gifts of healings

☞ **The ability to fix, make whole**

☞ working of miracles

☞ **Solve the unsolvable** (kid's books '85)

☞ prophecy

☞ **Ability to foresee outcomes (RJY – Mercy!)**

☞ discerning of spirits

☞ **fear, lying, pride** (July '86 Courthouse)

☞ different kinds of tongues

☞ **Make yourself easily understood to anyone.** (#'s, logic, visual, sharp, soft, cultural, etc.) *"If you wish to persuade me, you must **speak my words**, think my thoughts, and feel my feelings."* (Cicero)

☞ interpretation of tongues

☞ **Ability to understand different messaging from different people. What do they mean?**

☞ i.e. "too expensive": worth it? need it? want it? afford it? What are they really saying?

LAW # 4:

Show and Tell To Sell

- ∞ Demonstrate your capabilities
- ∞ *“But you shall receive power after the Holy Spirit has come upon you: and you shall be witnesses...” Acts 1:8*
- ∞ Power (dunamis): Miracle working, dynamic power that demonstrates in an observable way the truth of the claim. Talk is cheap. Be prepared to demonstrate your claims.
- ∞ Witness (martyr): Be a living example. It's very persuasive.

Demonstrate

- ☞ Don't just tell me. **Show me.** (Gerry & Xerox) Jesus demonstrated the power of God
- ☞ “And my speech and my preaching were not with persuasive words of human wisdom, but in **demonstration** of the Spirit and of power”
- ☞ Product demonstrations capture the attention of potential customers by providing a visual and sometimes interactive experience.
- ☞ When IBM introduced the desk top computer to the office environment, 88% of the sales were made by just 11% of the sales force. The differentiating factor was that the 11% of the sales force went to the trouble of physically bringing the computer to the customer's office to let them enter the keystrokes and experience the computer.
- ☞ People tend to remember information better when it is presented visually.

LAW # 5: Be BOLD

- ☞ *“And they were filled with the Holy Spirit and spoke the Word of God with **boldness.**” Acts 4:31.*
- ☞ Need some boldness?
- ☞ Worship God / Do it afraid / Do it often / Change your image (grasshopper) / Raise your expectations / Build on smaller successes / Encourage yourself / Consider not / Be fully persuaded / Consider the reward.
- ☞ Risk taking demonstrates conviction. Conviction is very persuasive.

LAW # 6:

Renew THEIR Mind

“...and renewing of the Holy Spirit” Titus 3:5 “Be ye transformed by the renewing of your mind” Rom 12:2

- ☞ Tear down the old before inserting the new
- ☞ Identify wrong or false beliefs, outdated notions, faulty thinking
- ☞ Show them what is possible

LAW# 7:

Gently GUIDE

- ☞ “... He will **guide you** into all truth: for He shall **not speak of Himself**; but whatsoever He shall hear, that shall He speak: and He will show you things to come...” John 16:13-14
- ☞ Not push. Not force. But guide. Forcing the issue alienates relationships.
- ☞ Are you speaking in the “spirit of truth”? Are you practicing full disclosure?
- ☞ Do you know for sure that your “facts” are true?
- ☞ Minimize the self-talk. Let another man praise you.
- ☞ When you have mastery, you can better predict outcomes and when they occur as you stated, it is very persuasive.



“Now unto Him that is able to do exceedingly, abundantly above all that we ask or think, according to the power that works in us.”

Ephesians 3:20