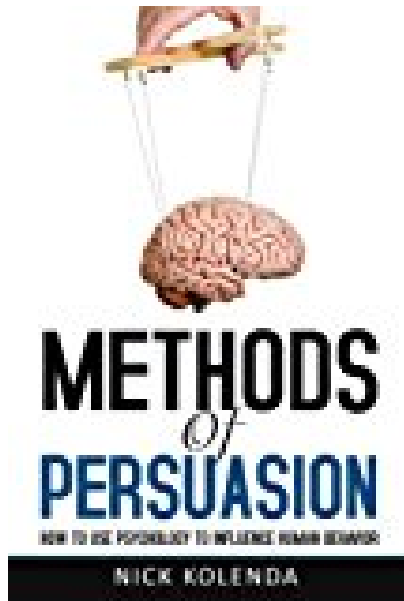


Methods of Persuasion How to Use Psychology to Influence Human Behavior



BOOK DETAILS

- Author : Nick Kolenda
- Pages : 240 Pages
- Publisher : Kolenda Entertainment, LLC
- Language : English
- ISBN : 0615815650



BOOK SYNOPSIS

"This is a book deserving of space on every consumer marketers bookshelf." -
-Journal of Consumer Marketing Best known for his viral video, "Chat Roulette Mind Reading," Nick Kolenda is finally revealing some of the psychological secrets behind his mind reading feats. Using revolutionary principles from cognitive psychology, Nick has developed ways to subconsciously influence peoples thoughts, and his "mind reading" demonstrations have been seen by over a million people across the globe. *Methods of Persuasion* reveals that fascinating secret for the first time, and it explains how you can use those principles to subconsciously influence peoples thoughts in your own life. Drawing on cutting-edge 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, and it explains how you can use METHODS to influence peoples thoughts, emotions, and behavior in nearly any situation.

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