

- **Persuasive communication has never been easier –**
Anyone's Mind Can Be Changed

INFLUENCE

DECK



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5940714137003
www.influence-made-simple.com

Disclaimer:

The suggested images and video materials are exclusively intended for educational purposes within the learning process, serving solely as examples. Links to these resources can be found in the bibliography section.

Some of the personal material included has previously been published in other forms during or before my Ph.D. program or the book *Influence made Simple* (ISBN 978-973-0-40160-8).

Contents

WHAT is the <i>Influence Deck</i>?	4
Get ready!	5
HOW is the <i>Influence Deck</i> composed?	6
Short version of the PLAN	9
4 - Step Influence Recipe: PLAN, ANALYZE, ACT, MEASURE	10
INFLUENCE Plan Worksheet	14
To conclude	22
Bibliography	23

WHAT is the *Influence Deck*?

The Influence Deck is a tool designed specifically for content creators, but it can also be highly effective for establishing a negotiation plan, preparing for a debate, or convincing someone of something.

This tool assists in organizing, building, analyzing, and selecting the appropriate approach for each unique situation.

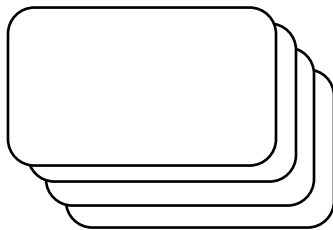
Laying out the cards on the table or reviewing the descriptions and examples will provide a visual guide and insights into the best strategy to achieve your objective.

Influence made simple through the Influence Deck empowers you to engage your audience effectively by offering a comprehensive list of potential methods.

Get ready!

Instructions:

- Discover what the CARDS from the Influence Deck have to offer.
- Read about the suggested approach to creating a PLAN, then develop your own plan.
- Use a whiteboard or a notebook to write down all your ideas and the steps outlined in the plan.

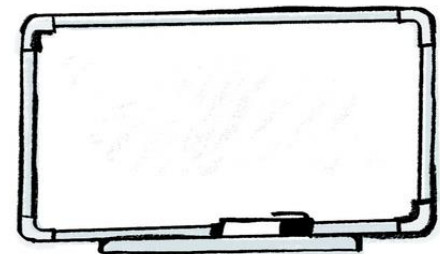


CARD DECK

X 59



Post-it

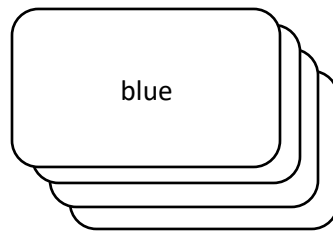


**Whiteboard/
notebook**

HOW is the *Influence Deck* composed?

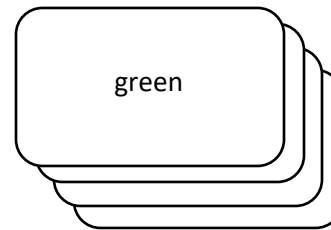
Making Influence accessible to all¹

The deck contains 60 cards, divided into three main groups: Principles & Buttons, Appeals, and Techniques. Each group represents a different approach to engaging the audience. The 60th card provides a link to the corresponding website page for more information on the topic.



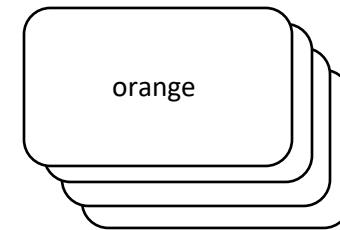
TECHNIQUES

X 32



APPEALS

X 16



BUTTONS & PRINCIPLES

X 11

to help you **engage and persuade your audience** in the most effective and straightforward way.

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Between the moment of exposure to stimuli and your reaction to them, there is an entire process that you can control by establishing healthy recognition patterns. You can learn to master this process and gain greater control over it. The influence techniques, principles, buttons, and appeals serve as keys to activating your inner processes. Recognizing their existence is just one step forward; they remain effective even when they are subtle or hidden.

After thoroughly exploring all the universal buttons, principles, techniques, and appeals, you will be able to reverse-engineer the influence process when encountering new videos, commercials, or news. You will easily identify the targeted perception, behavior, or attitude, as well as the techniques used to encourage them.

Not all techniques will be suited to your specific end goal. However, by understanding them all, you can make more informed decisions about what will work best for your target audience, whether individually or through creative combinations. The key is to find the technique that resonates most with your audience.

Each technique, principle, and appeal can be used independently or combined with others. The creativity of the initiator in the influence process is the only limit. Keep in mind that each technique can be applied differently, depending on the audience's characteristics and the desired outcome. Some situations require a combination of techniques and appeals, while others may be more effective when addressed separately.

Influence itself is neither good nor bad; it depends entirely on the intent behind its use. As illustrated in a Harry Potter movie, it's the purpose for which power is used that determines whether it becomes black magic or white magic, good or bad.

It's important to note that all techniques, principles, and appeals can be extremely powerful and should be applied ethically and responsibly.

Advertising is everywhere. We are bombarded by hundreds of commercials and ads every day, so it's no surprise that we only remember the most effective ones—those that stand out or capture our attention the best.

When an ad is well-crafted, every element is there for a reason. The setting, the colors, the symbols, the lighting, and the message—all are meticulously designed with you in mind.

It's not about logic or argumentation; it's about feelings and the irrational reactions and associations that can be easily triggered and influenced. Many of your daily decisions and life choices are influenced without you even realizing it.

Short version of the PLAN

1. **Start with the End Goal:** Clearly define what you aim to achieve. Set measurable objectives, outline desired outcomes, and identify key success indicators. Additionally, assess any obstacles or factors influencing the audience's current behavior.
2. **Target the Right Audience:** Take the time to thoroughly identify and understand your target audience. Study their characteristics, preferences, and behaviors to ensure your message resonates effectively.

Remember:

- Incorporate storytelling whenever possible, as narratives have a powerful impact.
- Appealing to emotions (Pathos) is a highly effective means of persuasion, often proving successful in motivating individuals to take action.

4 - Step Influence Recipe: PLAN, ANALYZE, ACT, MEASURE

PAAM²

Readapt-Repeat.

1. PLAN

Planning is a key element.

- START with the end: what do you want to obtain or achieve?

If you fail to plan, you plan to fail. (Someone once said)

- Establish the TIME window. Long term, medium term, short term.

2. ANALYZE

- Continue in the same direction: which audience can make that happen? Are there more than one?
- Narrow down the group you want to influence. Be specific.
- W. Smith (1956) introduced market segmentation as a form of managerial strategy. Segmentation is the process of classifying customers into groups that share common characteristics. Targeting involves the process of evaluating each segment's attractiveness and selecting one or more to be considered.
- Segmenting Consumer Markets:
 - geographical segmentation;
 - demographic segmentation (most popular);
 - psychographic segmentation³ (lifestyle, social class, and personality-based segmentation);
 - behavioral segmentation.

² Download for free the Influence plan Worksheet at: www.influence-made-simple.com.

³ Target Audience - TA psychographics is defined as "market research or statistics classifying population groups according to psychological variables" The term psychographics is derived from the words "psychological" and "demographics".

- Establish the types of TA: main, secondary, unintended etc.

Set up the following aspects for the established segment

(Or as many as you can get)

- Demographics (age, religion, literacy, ethnic group, gender).
- Cultural values, attitudes, beliefs, traditions, norms, customs, history.
- Cultural scales: power distance, individualism, motivation towards achievement and success, uncertainty avoidance, long term orientation, indulgence.
- OCEAN system (*openness, conscientiousness, extraversion, agreeableness, neuroticism*).
- Expectations, anger, entitlement.
- Fears.
- Binary oppositions.
- Common enemy.
- Motivations.
- Intentioned measure (*individuality, normative affiliation, informational reliance, prosperity for change*).
- Behavior (*the problem, why doesn't the audience perform the desired action already*).
- Intent and ability.
- Power structures (*respect authority, individuals or small groups who have a large degree of power over others*).
- Key communicators, individuals to whom members of an audience turn to for information, opinion, or interpretation of information.
- Lifestyle, social class.

- Vulnerabilities (*A vulnerability is a manifestation of an unfulfilled or perceived need*). Understanding the vulnerabilities of the audience is a key element.
 - Symbols (*To be used, to be avoided, Do's and Don'ts*).
 - Susceptibilities.
 - Accessibility.
 - What if they decide not to do what you propose?
 - Do they have the final authority in the decision-making process?
 - Why haven't they changed yet? What is stopping them? What are the audience's obstacles?
- Once gathering and analyzing as many information as initially possible, you should be able to determine the right tools to approach:
- The types of **appeals** that will be useful toward this target audience.
 - The **techniques**.
 - The **principles**.

3. ACT

Creatively combine universal buttons, principles and techniques so you can reach the audience that will bring you to achieving the end state.

4. MEASURE

Measure the effects: If step 1 was well defined, you will be able to have concise indicators and can further measure the effects.

Create the needed context, know your audience, reach them out and take action.

Not everyone's mind can be changed in the same way.

The undecided is the most susceptible audience that you can address, but anyone's mind can be changed if approached correctly and in a generous timeframe.

The status quo biases. The already existing reality, the one that you have to argue against.

People often gravitate towards familiar foods, maintain consistent habits, and prefer a familiar style. When the status quo is bad, terrible or not wanted, it's easy to get people to switch. It's easier because the current state doesn't fit the desired state. If it is not bad enough, people tend to prefer keeping the present status quo.

INFLUENCE Plan Worksheet

STEP I: PLAN⁴

- START with the end: what do you want to obtain or achieve?
(*Start with measurable objectives, effects, or at least indicators.*)

- Establish the TIME window. *Long term, medium term, short term.*

⁴ If time permits and you're developing a long-term plan, consider breaking it into multiple stages. Establish specific points and indicators to determine when it's appropriate to transition to the next stage, focusing on results.

STEP II: ANALYZE⁵

You might not know or possess all the needed data. Write down everything you know, try to find out what you don't know. Consider it a living document, to which you can go back again and again for further updates, considering new information and approaches.

Demographics	age interval	
	religion	
	gender	
	ethnic group	
	literacy level	
Cultural	values	
	attitudes	
	beliefs	
	traditions, customs	
	norms	
	historical moments with relevance for the TA	

⁵ Some indicators are also mentioned in the PSYOPS Handbook.

Cultural ⁶	power distance	
	individualism	
	motivation towards achievement and success	
	uncertainty avoidance	
	long term orientation	
	indulgence	
Expectations		
Anger reasons		
Fears		
Binary oppositions		
Common enemy		
Motivations		
Intentioned measure	individuality	
	normative affiliation	
	informational reliance	

⁶ Check Hofstede insight, Country comparison.

	prosperity for change	
Behavior (<i>the problem, why does the TA not do the desired action already</i>)		
Intent and ability		
Power structures	respected authority	
	individuals or small groups who have a large degree of power over your TA	
Key communicators <i>(Individuals to whom members of a TA turn to for information, opinion, or interpretation of information)</i>		
Vulnerabilities		
Symbols	to be used	
	NOT to be used	
Susceptibilities		
Accessibility (<i>where does your TA spend time, get their information from</i>)		

What if he decides not to do what you propose to him?		
Does your TA have the final authority in the decision-making process?		
Why haven't they changed yet? What is stopping them? What are the audience's obstacles?		
Sense of humor		
Reasons to be proud		
Life aspirations		
Lifestyle		
Social class		
Past deceptions (<i>collective memory</i>)		
Mental programming	generation	
	role category (<i>son, mother, teacher, student etc.</i>)	
OCEAN	openness	
	conscientiousness	

	extraversion	
	agreeableness	
	neuroticism	
Buttons intended for use		
Principles intended for use		
Appeals		
Techniques		
Slogan		
Call to action		
Jingles (<i>for specific situations</i>)		

STEP III: ACT

Creatively combine universal buttons, principles and techniques so you can reach the audience that will bring you to achieving the end state. Before acting, make sure you respect all the cultural aspects, and the message is clearly stated. If you can, pre-test it with individuals that fall into the targeted audience to make sure the message is understood and does not have other effects that you haven't foreseen.

STEP IV: MEASURE

The effect measurement is a step that can be done in multiple ways. Simple instruments like Google Analytics can do the trick since almost everything can be measured in the digital world. If you need more detailed results, check professional instruments.

Readapt-Repeat.

After measuring and reviewing the results, it's important to remain adaptable and flexible, being willing to make changes to the initial plan and learn from practical lessons. Flexibility is crucial in the face of changing circumstances. Be creative, adapt, and readapt!

To conclude...

1. All tools are powerful and efficient when applied to the right target audience, through the right channel, and for the right objective.
2. The tools presented can be combined in countless ways; creativity knows no boundaries.

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