

EXPERT GUIDE

# Campaigning with the Science of Influence:

## Shaping Mindsets and Voter Behavior

Presented by:

**BBC**

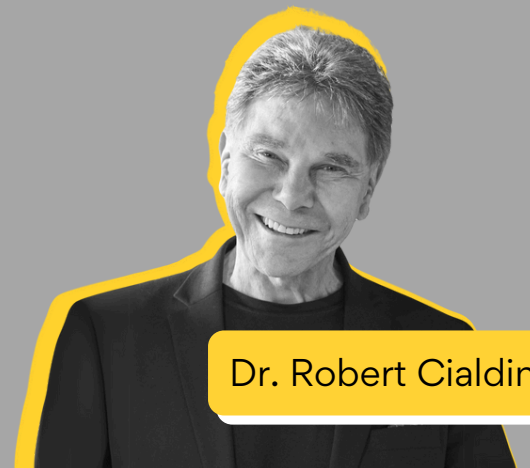
**Influence: The Unseen Key Behind Powerful Persuasion**

**Los Angeles Times**

**Dueling Yard Signs, Shifting Loyalties and the Quest for Votes**

**The Guardian**

**How to Persuade People (hint: telling them to study)**



Dr. Robert Cialdini



Phil Gordon

# CONTENTS

**1** Introduction

**5** 7 Principles of Persuasion

**14** Influence in Practice

**16** The Poison Parasite Counter

NEW RESEARCH!

**18** Resources

# ABOUT DR. ROBERT CIALDINI



## AUTHOR & FOUNDER OF THE CIALDINI INSTITUTE

---

Dr. Cialdini spent his entire career conducting scientific research on what leads people to **say YES.**

His seven Principles of Persuasion have become a cornerstone for any organization serious about effectively increasing their influence.

His books, including 'Influence' and 'Pre-Suasion,' have sold more than 10 million copies in 48 languages.

He is known globally as the foundational expert in the science of persuasion and how to ethically apply it in business.

# ABOUT PHIL GORDON



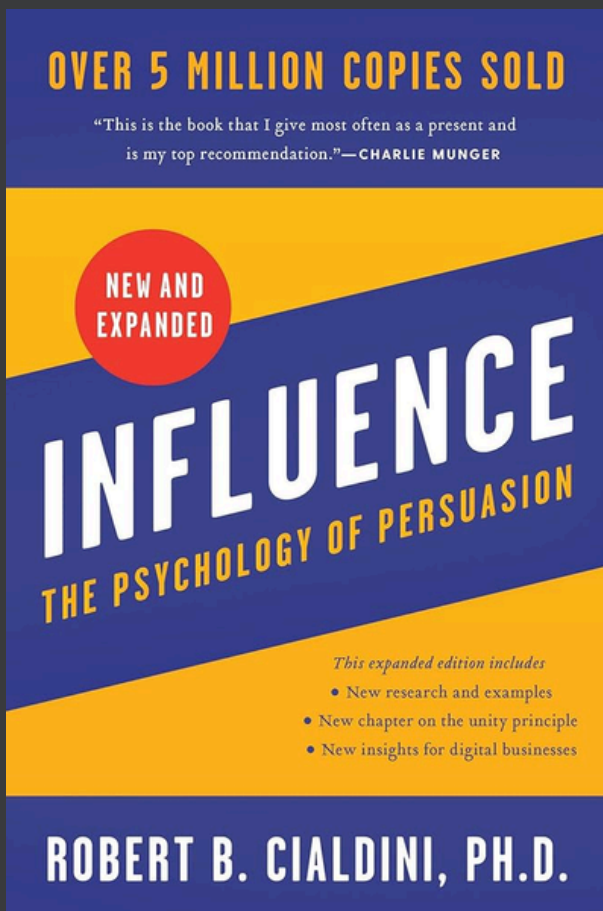
## CEO & FOUNDER OF PROMPT.IO

---

Phil is the Founder and CEO at Prompt.io. Prompt.io empowers political, nonprofit, union, and commercial organizations to deliver highly effective and engaging customer experiences via text messaging for campaigns, marketing, sales, and service.

He is also a published author, World Poker Tour champion, and professional TV analyst.

# THE SEVEN PRINCIPLES OF PERSUASION



- 1 Reciprocity
- 2 Liking
- 3 Social Proof
- 4 Authority
- 5 Scarcity
- 6 Commitment & Consistency
- 7 Unity

## 1 RECIPROCITY

## 2 LIKING

## 3 SOCIAL PROOF

## 4 AUTHORITY

## 5 SCARCITY

6 COMMITMENT &  
CONSISTENCY

## 7 UNITY

# RECIPROCITY

“

A well-known principle of human behavior says that when we ask someone to do us a favor we will be more successful if we provide a reason. People simply like to have reasons for what they do.

*Dr. Robert Cialdini*

People feel obligated to return favors or concessions.

When someone does something nice for you, you naturally want to do something for them in return.

### Examples of Reciprocity:

- Constituent Services
- Exclusive Access
- Party / Individual Accomplishment

1 RECIPROCITY

2 **LIKING**

3 SOCIAL PROOF

4 AUTHORITY

5 SCARCITY

6 COMMITMENT &  
CONSISTENCY

7 UNITY

# LIKING

“

**We like people who are similar to us. This fact seems to hold true whether the similarity is in the area of opinions, personality traits, background, or life-style.**

*Dr. Robert Cialdini*

Campaigns can leverage this by highlighting shared values, backgrounds, or relatable personal stories of the candidate to create emotional connections with voters. When voters feel that they like or relate to a candidate, they are more likely to support them, volunteer, or encourage others to vote for them.

## Examples of Liking

- Sharing personal stories and relatable backgrounds
- Humor, warmth in communication
- Public Praise

1 RECIPROCITY

2 LIKING

3 **SOCIAL PROOF**

4 AUTHORITY

5 SCARCITY

6 COMMITMENT &  
CONSISTENCY

7 UNITY

# SOCIAL PROOF

When voters see that others — most notably people they trust or respect — are supporting a candidate or cause, they're more likely to do the same. This can be leveraged by highlighting endorsements, showcasing crowd sizes at rallies, or featuring testimonials from influential community leaders.

By demonstrating widespread support, social proof can help sway undecided voters and build campaign credibility.

## Examples of Social Proof:

- An emphasis on crowd size creates a bandwagon effect
- Advertisement of endorsements
- Promotion of large fundraising goals achieved
- Sharing voter statistics

1 RECIPROCITY

2 LIKING

3 SOCIAL PROOF

4 **AUTHORITY**

5 SCARCITY

6 COMMITMENT &  
CONSISTENCY

7 UNITY

# AUTHORITY

Authority plays a key role in influencing voter behavior. People are more likely to trust and follow the lead of those who are perceived as experts or leaders. Campaigns can leverage this by showcasing endorsements from trusted figures like respected politicians, community leaders, or subject-matter experts. When these authoritative voices publicly support a candidate or cause, it lends credibility and legitimacy, making voters feel more confident in their decision.

Highlighting these endorsements or featuring expert opinions in campaign messaging strengthens the candidate's perceived competence and reliability.

## Examples of Authority:

- Endorsements
- Highlighting relevant experiences
- Cited data and research

1 RECIPROCITY

2 LIKING

3 SOCIAL PROOF

4 AUTHORITY

5 SCARCITY

6 COMMITMENT &  
CONSISTENCY

7 UNITY

# SCARCITY

People are more motivated to act when they believe something is scarce or dwindling in availability. The fear of missing out drives decision-making.

Campaigns can use scarcity to create this urgency. For example, highlighting a "critical deadline" to donate or vote, or framing an election as a "once-in-a-generation chance to create change," pushes voters to act quickly. Messaging around scarce resources — such as limited seats at a campaign event or the need for immediate action to secure a narrow electoral win — can drive greater engagement and voter turnout.

## Examples of Scarcity:

- Limited 3x matching
- Emphasis on potential loss of benefit or service
- End of quarter / month fundraising appeal
- Limited capacity at event

1 RECIPROCITY

2 LIKING

3 SOCIAL PROOF

4 AUTHORITY

5 SCARCITY

6 **COMMITMENT &  
CONSISTENCY**

7 UNITY

# COMMITMENT & CONSISTENCY

Once people commit to something, they are more likely to follow through with it to maintain consistency with their past behavior or promise, especially if the commitment is public.

One of the best examples is turning an initial small donation into a large donor:

- Start with a small ask.
- Acknowledge and thank them for their commitment.
- Remind them how their values align with your cause.
- Gradually increase asks over time.
- Publicly recognize their contributions to reinforce their role as a donor.
- Frame future asks as a continuation of their commitment.

## **Other examples:**

- Sign a pledge
- Register to vote
- Publicly endorse

1 RECIPROCITY

2 LIKING

3 SOCIAL PROOF

4 AUTHORITY

5 SCARCITY

6 COMMITMENT &  
CONSISTENCY

7 UNITY

# UNITY

People feel a stronger bond and are more easily influenced by those they consider part of their identity or group. Shared identities, such as family, ethnicity, or nationality, strengthen influence. People *belong* to a movement.

Campaigns can leverage unity by emphasizing shared values, cultural ties, or community goals, making voters feel that “we’re all in this together.” Using inclusive language like “our community,” “our future,” or highlighting common struggles and aspirations builds a sense of solidarity. This fosters loyalty and engagement, as people are more likely to take action for causes that feel personal and aligned with their identity.

## Examples of Unity:

- Position campaign as a movement
- Appeal to shared experiences, values, beliefs, interests

# ETHICAL INFLUENCE

Ethical influence is about using the principles of persuasion in a way that respects individuals' autonomy and aligns with their values, rather than manipulating or deceiving. You have to be honest and use these principles in a way that is authentic. Otherwise, you risk credibility and favorability.

In political campaigns, fundraising, or any outreach, ethical influence means providing clear, truthful information, respecting the audience's decision-making process, and fostering a sense of shared purpose. By prioritizing authenticity and fairness, campaigns can build long-term relationships and lasting impact while maintaining integrity.

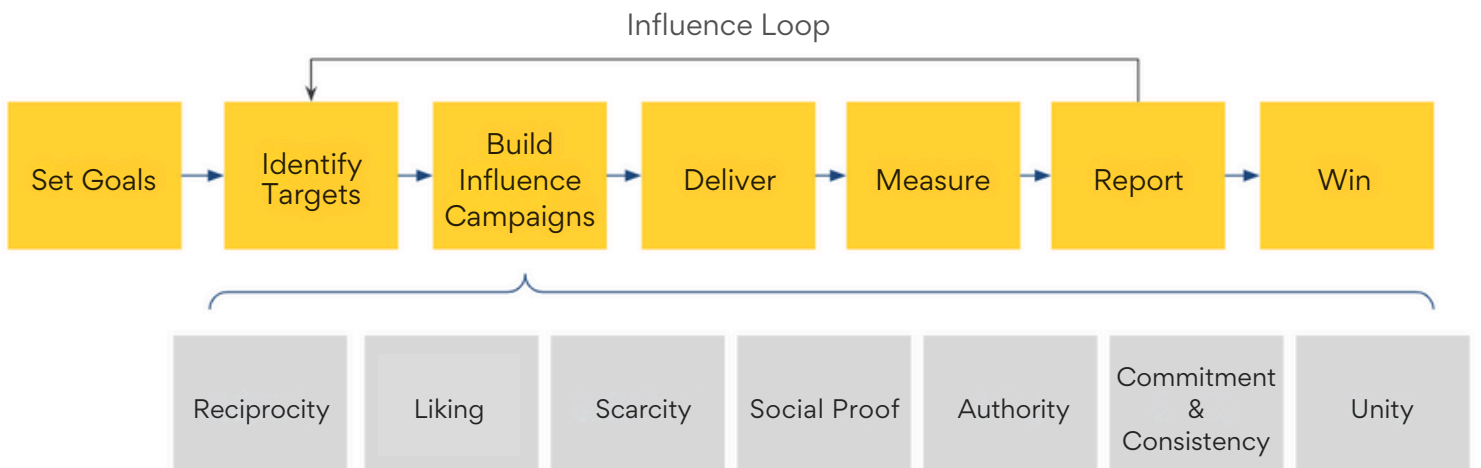


# PROMPT.IO

## OVERVIEW

At Prompt.io, we are your “Winning and Influence Engine,” designed to help organizations and candidates achieve their goals by setting precise targets, building powerful influence campaigns, delivering impactful messages, and measuring their effectiveness in real time.

The key to success lies in crafting the right messages — ones that leverage Dr. Robert Cialdini’s 7 principles Of Persuasion. Campaigns that incorporate these proven psychological triggers into their messaging are far more likely to resonate with voters, build support, and drive meaningful action. Let us help you create messages that truly influence and deliver results.



# EXAMPLE TEXT

Get out and vote! This is your reminder from Bono for Governor to return your ballot by 8PM tonight at your nearest drop box. Review your recommended candidates here before you vote: <https://ourstate.org/2023-candidates/>

# APPLYING PRINCIPLES

**SOCIAL PROOF → 5**  
Your vote matters! Join thousands of your neighbors who have already cast their ballots. **LIKING / UNITY → 3** As a valued member of our community, your participation is crucial. Return your ballot **SCARCITY → 4** by 8 PM tonight at your nearest drop box to make your voice heard. Check out our **Authority → 4** carefully vetted recommendations to help guide your choices: <https://ourstate.org/2023-recommendations/>

**COMMITMENT AND CONSISTENCY → 5** Remember, every vote counts and **UNITY → 5** we are stronger together!

# NEW RESEARCH

# POISON PARASITE COUNTER

Turning Frequently-Encountered Duplicitous Mass Communications into Self-Negating Memory Retrieval Cues

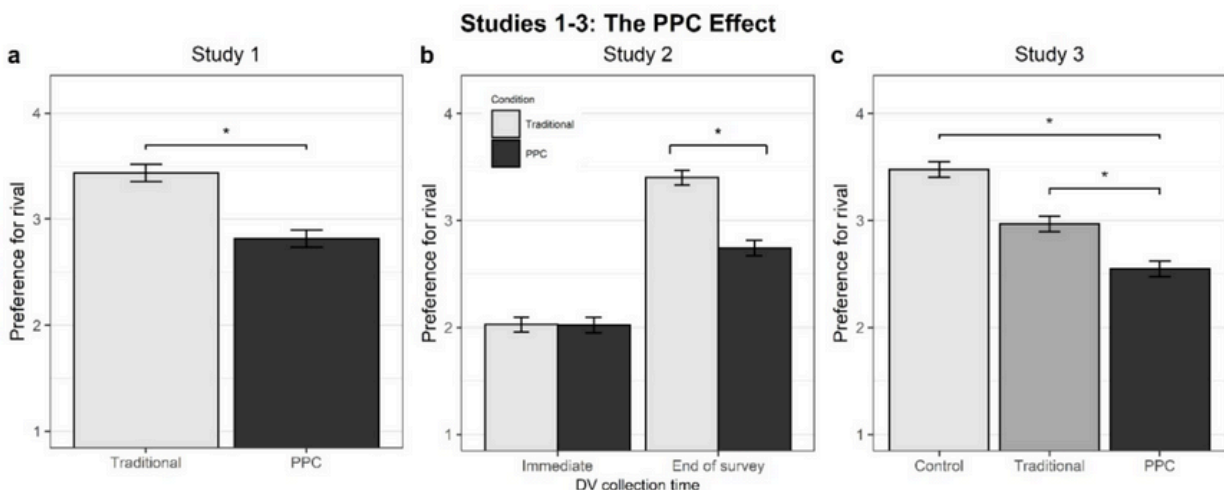
### Use your opponent's ad against them.

Recently, Dr. Robert Cialdini published some exciting new research that is sure to be relevant to political campaigns.

The research is fascinating and could be just what is needed for a candidate in tight race.



DOWNLOAD THE  
PRE-PRINT



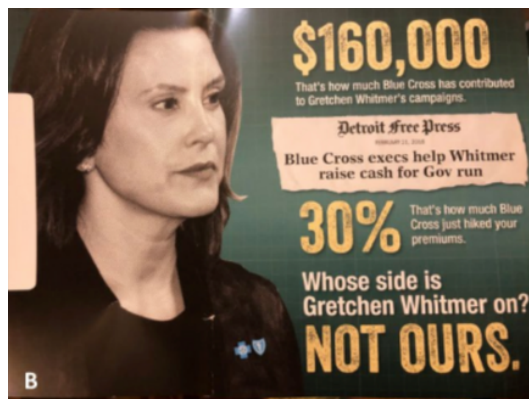
1

ORIGINAL AD



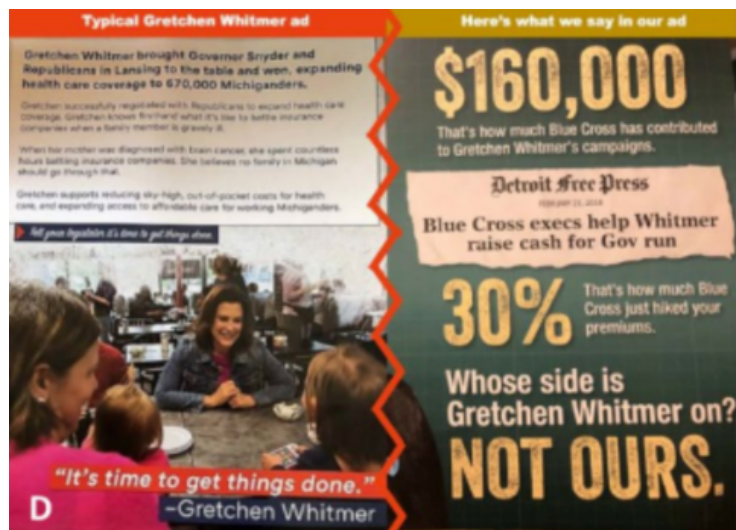
2

TRADITIONAL COUNTER



3

POISON PARASITE COUNTER



Voters exposed to PPC ads were significantly less likely to support the candidate in the original ad.



# SCHEDULE A CALL WITH THE CIALDINI INSTITUTE

Book a **30-minute consultation** with the Cialdini Institute to discover how ethical persuasion can revolutionize your campaigns and sway voters effectively.

Elevate your strategies and achieve the outcomes you're aiming for.



[cialdini.com/schedule-a-call](https://cialdini.com/schedule-a-call)

---

# TALK WITH PROMPT.IO

Reach out to Prompt.io to learn more about texting and data for your campaigns.



[sales@prompt.io](mailto:sales@prompt.io)