

The Psychology of Influence

What's up, Stuart?

Hey. So we we never connected.

Let's let's try to do that. I'd love to help out. I'm I'm thrilled that she found something already.

Well, it's been a a pretty long process, and I think she'd she'd like to be able to have an, you know, an abundance of opportunity so that when six months is up at this she'd like to be able to do this kind of travel thing for, you know, the next couple years, I think.

Oh, sure. So she's gonna be out in California?

In Eureka. Yeah.

Oh, well, diff diff different part of the state. Yeah.

Yeah.

Good morning, Evan.

Hey. What's up, Evan? Good morning, guys.

Hey, Gary.

I spoke at a big AI conference this, this weekend in Phoenix.

And, four hundred people, you know, pretty good sized room, a lot of fun.

So I'm teaching, and, then I go to do a demo.

And I say, alright. You know, I'm looking for a coach here or, you know, not necessarily a coach. I'm looking for, an entrepreneur because it was some coaches, but a lot of entrepreneurs, business owners. I'm like, I'm looking for somebody who you know, you know your product, you know your service, you know your clients, you talk to them a bit because we're gonna do some prompting, I just need to, you know, make sure that it's relevant for everyone. And the first woman to raise her hand, she stands up and she takes the takes the mic.

She and her husband, they have a business they've had for a long time.

And what they do is so it turns out that if your dog is over, I think, twenty pounds, it basically can't fly on a plane because you can't bring it in the cabin.

And they won't even take them in cargo sometimes, and there's special conditions. And, apparently, if you're, like, super rich, it's ghetto to have your dog fly under the plane, so they don't do that. So what they do is they hire this her and, like, baseball players and rich peep you know? And they you know, when they have, like, multiple homes, like they got a home in Florida and one in the Hamptons and one in, you know, whatever, these guys come to the house with their car, pick up the dog, and then they drive the dog to your other house.

That's their business, is their freaking dog chauffeurs for rich people. What an interesting business that is.

I will never forget that one. That's gonna be an example that I'm gonna use.

And she was fun. She was running around. What was her thing called?

Pick up your pooch or something. She was running around with her stickers, put giving them to everybody through the event. She was a real self promoter. It's quite interesting.

Reminds me of when I was, speaking at Jeff Walker's stuff one time. I talked to some woman and, or she was part of his thing who, horse ballet, dressage. That

was her thing. She had built a, like, a seven figure teaching and coaching business, teaching horse ballet. That's it. There you go.

Awesome niches.

Wonderful. How was the rest of your conference?

Oh, it was great. I was only there for about a day of it. I was just there to speak. And, but it was it's interesting to just go into different worlds and, you know, met a lot of people, and, you know, it was good.

Okay. So what I wanna do today, guys, is I wanna talk about have you ever have you ever been in a situation where you did something or you had something and everyone everyone wanted your attention because of it.

Okay? So maybe you were the successful person and you got an award, or maybe you spoke at a thing and you were the high status person and everyone came over and wanted to talk to you, or you had the, you know, the answer to some problem that they had and they were just buzzing around you. And you could kind of tell, you realized like, oh, something's unusual here. I'm in a special type of situation where everyone wants what I got, and I can, you know, I can be selective.

I can qualify everyone. Oh, I'm the desirable thing. Who's ever been there in some way, in some situation? Right?

We all been there? Okay. So, when I was, when I was single and trying to figure out the dating thing, and I realized that some women are just like that. Like, they're attractive or they're charming or they dress well or whatever, and that they're just always surrounded by guys who want to have their attention, you know, that it it changes you.

It does something. Right? You're you're in a different mindset. You're in a different frame of mind.

Right?

Now what what I've realized is that, so right now, we're working on sales presentations and making offers and and packages. And what I've realized is that there's a way to make presentations and offers that leads to people treating you that way.

And that that's kind of ultimately the the thing we wanna work on. That's what we wanna develop so that when we're teaching, making presentations, speaking, making offers, that we get more of that effect.

Because it feels I mean, it's weird, actually. You know? Like, because I just went to this big event, and I spoke. And and I was kind of the like, he had two big keynote speakers, me and Robert Kiyosaki, and I was the one that kinda opened the conference.

Right? And then Robert Kiyosaki was gonna be later. I had already left, but I haven't seen Robert in several years. So it was like, I was pretty important, you know, in this in this environment.

And so afterwards, you know, people were coming over and talking to me, and then there was a party that night that I went to. And so there's two sides of the equation. Right? One side of it is it feels good to have this.

Right? It just it just feels nice to have people wanting to come over and talk to you and, you know, being important. There's another side of it, though, too, which is you realize, oh, that something happened where this person sees that I can help them in some way or that I can they can be advantaged in some way by knowing me. And so they're doing nice things to get into my, you know, my good graces.

I'm fascinated reading, you know, history where, you know, you read about, I don't know, you know, the king of England hundreds of years ago would have other, you know, kings and queens and princes and princesses come from all over the world. And they would, like, come from Africa with a ship, and on the ship was, like, giraffes and, you know, gold and the best stuff that they have in Africa. Like, they

just loaded the ship up with it and brought it just to win the favor of, you know, some ruling, you know, monarch or something like that.

So when you're in that kind of situation, you it's strange because you can't quite trust what's happening either because you're in a place where everyone's treating you really well, and they're acting like they want your favor.

And so on on the one hand, again, it's nice, but you don't you know, as they say, you don't wanna get all hepped up on your own goofballs. Like, you don't wanna get high on your own supply and be like, wow, man. I'm important now, and everybody loves me, and everybody's gonna do whatever, you know, I want. So you have to keep your head about you.

Okay. So let's talk a little bit about how you create this. You know, when I was teaching the dating advice thing, I would I was basically explaining to men, there's a way to go from you're running around, you know, trying to chase the opposite sex to you actually are the attractive one. And it's almost like there's gravity happening where, like, there's know, even in the dating thing, even called it gravity where it's like you have these, you know, these other things orbiting around you, and you're the center of that reality.

You know? Alright. So how do you do this? How do you create this? Right? Well, you know, on the one hand, there's demeanor.

Okay? There's in in sales and marketing and persuasion and so forth, they call it the wanting it tax.

Has anyone ever heard that term before?

No? Okay. Alright. So there's a thing. It's called the wanting it tax, and the idea is the more you want something, the more you pay for it.

Right? That's the rule.

Another way of saying this, but kind of at a, you know, at a stylized opposite is they say negotiate with one hand on the door.

Right? The way to negotiate is with one hand on the door. It's like, oh, I'm I'm about to go, but I even learned this is a this was a funny discovery by me was when I was learning about the dating advice stuff was if I talk to a girl, you know, like, a bar or a coffee shop or wherever, if I would talk to her and then say, give me your phone number. Right?

That was kind of one level of things. But if I would talk to her and then say, hey. Nice talking to you, and turn around and walk away, and then walk back over and say, hey. What's your phone number?

That it had a it was had a bit, you know, better effect.

Right? Why? Because I had already left. I was already, saying, oh, I'm out of here. You know?

And so so one side of this is the demeanor. So one of the things I want to recommend when you're making presentations, when you're making offers, when you're in front of people that are qualified people or that can introduce you to qualified people is to make sure that you always have your critical eye on and that you're always using body language, demeanor, voice tone that says, I'm qualifying you to make sure that you're a good fit for me and not, I'll do anything to get your approval. You know, I really need this deal. I really need you to like me, and I need you to do this. Because that it's weird.

You know, you don't wanna do this stuff in any kind of a manipulative way where you're being deceptive. Right? Because there can be a fine line there. And I've watched, especially over in the dating world, as men have just run away with the idea of using all these different verbal and nonverbal things to be manipulative.

And so we don't wanna do that. Right? This is like an like, actually get right with yourself and get yourself to the place where you are truly qualifying the other person.

There are some situations where you're gonna get a chance for a big deal, and the person you're interacting with is important, has lots of power, has lots of options, and they know it, and they need you to kind of be a little bit more subservient and kiss their ass because that's who they are. That's just that's what they need. And then you have to make the decision, is that the game you wanna play? And if you do, you can do it.

But even then, my recommendation is still make sure that you're qualifying and letting them know that you, you know, have a lot of self respect and that you won't be manipulated and that you're gonna be a good, trustworthy person to interact with. Because if you if you are making an offer to somebody and they are the kind of person who kind of wants you to kiss their ass and do what they want and, you know, like, give them lots of approval. If it's pure, like, if they can only interact with people where they're the powerful one and then nobody else has any power, you're gonna get screwed at some point, and it's gonna suck.

And it's just that's just what's gonna happen almost certainly. Okay? So yeah, alright. So how do we create that attraction kind of feeling, that kind of gravitational, like, gotta have it where the client really wants to to work with you.

Alright.

So one way is to use the social psychology elements of Cialdini. Okay? So I just wanna go over those just quickly here.

So what Robert Cialdini did was he basically put a user interface on social psychology. Okay? For decades, social psychology just crashed through individual psychology Freud and Jung and all that stuff. And what they realized was, sure, you might have some personality stuff.

There might be differences in personality, the big five and all that stuff. But if you put a human around other humans, the human stops behaving like themselves, and they start following the herd. Basically, that's what happens. And so he put the user interface on it called influence.

Right? And he said there's six major weapons of influence and three minor weapons of influence.

And he said, you know, we have liking and reciprocity and social proof and commitment and consistency and scarcity and authority, I think, are the six of them.

And if you do these things, then this will be very persuasive.

Okay?

So, in fact, here, let's just we'll just review them quickly because I think they're worth probably putting into this conversation.

Because what we're gonna do here is we're gonna be working today on kind of positioning your offer in a way that just by talking about it, it somehow has a magnetic effect on other people. K? And we're gonna be doing kind of two sets of exercises around it. Alright. So influence.

Let's just go this way.

We'll go authority, reciprocity, liking, commitment, and consistency, social proof, and scarcity.

The, the three minor weapons of influence are also really interesting. We will mention those for a moment.

Okay. So authority.

If you can be seen as an authority in your field, it makes people see you as, let's just say, more magnetic. Right? They're more likely to be influenced by you. They're more influenced more, interested in being influenced by you.

So how do you show your authority?

Well, lots of people do it by, basically showing their status. And if you've ever gone into I remember I went into a friend of mine introduced me to some billionaires, and I went over to their house in Beverly Hills, and I walked in. And the room that I was greeted in had pictures of them with, like, presidents and really you know? So when you first sit down, you look up, and you're like, oh, these are people that know presidents.

It's just an instantaneous you know? And my thought, of course, is look at this person's house. Like, they're a billionaire. You know?

They got this massive house. I'm like, they need to turn it up that little bit more by saying, oh, by the way, I'm not only just a billionaire, but I also know the president. You know? Okay.

So it never runs out. You know? It's kind of like supermodels getting, you know, lipo and Botox or something. It's like like it wasn't enough to be perfect.

You know? You gotta you gotta go, to the next level. K? So I don't think we have to go all that way because I think that it runs out pretty fast, personally.

But if you have pictures of you, quotes, if you've got things that other people have said about you that you can just show, k, this is why through my life, the you know, some of the things I've collected, like, you know, being on stage with Richard Branson or, you know, being you know, knowing Tony Robbins, like, all that kind of stuff. I'll show I'll drop a few of those kind of things.

I'm not going to build my whole identity on it or anything like that, but right? So authority. Also, if you can show that you have books, if you have published papers, if you were on podcasts, anything, and we all have stuff like that.

Right?

And when you say it, my opinion is you don't say it like, and by the way, I was on this TV show.

Because what that kind of shows is that you need that to bolster your reputation rather than saying, hey. You know, here's me. K. Let me just introduce myself to you a little bit.

Here's my background. It's almost like you're giving people coordinates so that they can relate to you. It's like, you know, and, yeah, and I was on this TV show and I published these papers and here are a few books I wrote. Let me know if you're interested in any of that stuff.

Right? It's very casual because, right, your authority flows from you, not from the things, but those are just, you know, kind of symbols. Alright. Next.

Yeah. Exactly. No big deal. Reciprocity.

K. So humans have, what's called reciprocal altruism, And and we we feel like we need to do something nice for a person who has done something nice for us.

Alright? And the experiments with this are really, really interesting. You know? So they'll have two people who are in a waiting room, and they're about to go in and do they think they're going to do some experiment, but it's actually the experiment's happening right there.

And one of the people will ask the other one, hey. Would would you buy some lottery tickets that I'm selling? You know, I'm trying to raise money for some cause. And then the person will, on average, buy, like, you know, one lottery ticket for a dollar.

But then the other version of the experiment is the person says, hey. I'm gonna go get myself a Coke from the machine. Do you want one?

So this is to some stranger, you know, and the person goes, yes or no, maybe, probably no.

Then they come back and they say, hey. Would you like to buy some lottery tickets? And they'll buy, like, three or five times as many lottery tickets from the person who offered to do something nice for them.

Okay?

This one is really I mean, this is the the confidence men, so to speak. Right? This is the one that that they use. Right? So in other words, they say, hey. Give me, a hundred dollars, and I'll bring you back two hundred dollars. And so you give them a hundred bucks, they bring you back two hundred.

They say, hey. Give me a thousand dollars. I'll bring you back two thousand. They say, oh, you go, wow.

Okay. Big investment. Okay. Great. Give them a thousand. They bring you back two thousand.

And you say, like, I've cracked the code now. I can double any amount of money. You know? And they say, okay.

Well, you know, bring me ten thousand, and I'll bring you twenty. And they bring them ten and you know, and they bring them back twenty thousand. They go, I just cracked the code here. You know, if we can get together a hundred thousand dollars, I can make it into a million.

And then the person goes and gets money from everybody in their life and their family, and they bring it back, and then it's gone. Okay? So reciprocity is super, super powerful. And, again, we don't wanna use these in a manipulative way, but if there is something that you can do, some value you can provide to the other person or to whoever you're working with in advance, it goes a long way, you know, which is why it's really nice to have a book that you can give away or have something that you can offer as a lead magnet or, right, where you can do really good stuff for people because that, you know, triggers the reciprocal altruism.

Okay. Next, liking.

Robert Cialdini calls this the friendly thief.

K? So the friendly thief.

I'm I mean, it's very simple. I'm more likely to be influenced by someone who I like.

Right? That's it. If I like you, then I will be more influenced by you. And this is one of the reasons why people use similarity.

Where are you from? You know? Oh my god. I'm from Mississippi too, or, you know, my uncle's from Mississippi, or where you know, what part of town did you grow up in?

Okay? K. So how do we how do we increase liking? Right? So we find where we have commonality.

We build rapport. K? So in NLP, they talk about rapport, which is matching someone's pace, their verbal tone, matching their eye contact, matching the language that they use, matching their breathing, matching their blinking. All this matching and mirror stuff is really about, right, building that feeling of commonality in some way.

Alright. Commitment and consistency.

Of all of these, this one and the example that I'm going to give is maybe my favorite.

So if someone will make a small step in a particular direction, they're much more likely to make a bigger step.

And so the idea here is to get people to make small commitments, and then those build up to where they wanna stay consistent with them.

Right? So it's commitment and consistency. A whole bunch of small yeses rather than just one big yes.

Right? In other words, you don't walk up to an attractive member of the opposite sex and say, hi. You know, I saw you over here. You're very attractive. Would you like to get married and have a family?

Right? It's too big of a leap. Right? What you do is you walk over and you say, hi. What's your name?

You know? And then you talk for a little while, and then you say, hey. I'd like to talk to you again. What's your phone number? And then you talk for a while, and then you say, hey. I'd like to see you again.

You know? Okay. Now you wanna elope?

Right? No. So it's still, you know, too too soon. But you get the point here?

Okay. So my favorite example of commitment and consistency is in in influence where he says, so bone marrow donation. It's really hard to get people to donate bone marrow. Why?

Because you have to take a giant needle and jab it into your bone to extract the bone marrow.

I don't even it's hard to even say it. Like, I can't even think about it. It's ridiculous. Okay?

So if you walk up to people on the street and you say, would you like to donate bone marrow?

It's pretty much a hundred percent no answer.

Okay? It's like walking up to strangers on the street and say, do you want to get married and have a family? Right? It's no. But what they found is that if they walked

up to people on the street instead and said, hey, would you be willing to come and spend an hour with a child who has just had bone marrow transplant?

Okay? Just that's it. The commitment is just come spend an hour comforting a child that had bone marrow transplant. Then a lot of people will say, yes.

I would totally come and spend an hour with a child that just had a bone marrow transplant. Then after the hour, they said, would you be willing to come back and spend time with some other kids who have had bone marrow transplants? Yes. Okay.

Would you be willing to volunteer for a while and take care of kids?

And then finally, would you be willing to donate bone marrow?

And a high percentage of them would.

But only after spending an hour with a kid that had a bone marrow transplant, spending time with multiple kids, seeing what a difference that it made, learning that it chain like, made it so they could live, then it's like, okay. Now it's worth the pain. So that's commitment and consistency.

And the concept is whatever your process is, whatever your offer is, is break it into steps rather than trying to do it all at once.

Right? When I think about making offers, I don't think about one shot offers anymore. I mean, sometimes I do, but, basically, I don't. Okay?

I think in terms of what's the subject line on the email I'm going to send out? How does it open up? What am I going to say? Okay.

Now I'm gonna have them click on a link. That's another little commitment. Great. Then they're gonna get to a landing page, and then they're gonna opt in, and then they're gonna come to a class.

And it's all these little yeses that get to the point where then it's, would you like to buy the thing? Okay? And, you know, I've been doing one on one sales calls lately.

And when I started doing them, I kinda talked to only the most qualified people, and they were ninety percent or ninety five percent just yes.

And then as I've been working my way down, I'm talking to people who are are less qualified. So now I actually don't know whether they're going to kind of say yes or not, because some, you know, some say no and some say yes. And at first, I was a little spoiled because it was just going you know, it was pretty easy. And then, I don't know, a couple weeks ago or something, went to Annie, and I was like, oh, it's getting harder.

More people are saying no. It's reminding me. I need to really get organized here with my presentation and my offer because, you know, if I can get one more sale out of every ten conversations, that's gonna increase my conversion by, like, whatever, fifteen percent or something, like something really material. You know?

And so what are the little commitments that we need to go through? And one of them, for example, is I've been doing is when someone says yes when they say they're in, I don't wait until they've paid to put them into the group.

Okay? This is a high ticket, you know, very high ticket offer kind of thing. So what I do is I just go, great.

Open up your mobile device.

Here's the link to get into the group.

And then they log into the group, and I go, okay. Perfect. Now let's go do all the rest of the stuff.

Make sense? Then a little commitment, but now it's, you know, officially in. Another one is I've started doing is I'll send an email to that person copying someone on my team and saying, hey. This person is now in this group. Please send them all of

the information because now there's another person that's involved in the the whole process. Make sense?

Commitment, consistency.

Social proof.

K?

So authority and social proof, these can get confused a little bit. K?

So think of authority as being, like, status, I would say, and think of social proof as being, well, the proof that comes from your social group. Okay?

So when well, I guess we can so a lot of authority comes from your social status. Right? But some of it doesn't. So for example, if I write a book and I'm on the New York Times bestseller list, I can be seen as an authority even though there's no people involved in that. You know?

If I have a president if I have a picture of me with the president, that also can show authority, but it's a different kind. Right? It's a little more social social proof. Right? So social proof would be you have ten testimonials from people that are just like that person showing how they went from where your ideal client is to the success that they want to be in.

Make sense?

Right? Social proof is testimonials. That's the easiest way, testimonials and case studies. And however many you have, you probably need more of them, Because a testimonial is a story about a person who had the same problem or the same situation as your ideal client, went through a little hero's journey, and then came out the other side and had the treasure.

Right? So we wanna use social proof. We wanna use testimonials. We wanna use case studies.

And then finally is scarcity.

And, you know, as my, my buddy Dean Jackson and I came up with twenty five years ago or something, There's nothing as motivating as a rapidly diminishing supply of something you want.

Right? There's nothing as motivating as a rapidly diminishing supply of something you want.

What do you mean it doesn't feel good knowing that?

Well, when you know it's disappearing, you don't like that, so you start acting right away.

Exactly. Exactly. It's painful.

This is, this is the mechanism by which auctions work.

K? If if you want something at an auction, you know, whether it's a rare car or a piece of art or an old antique or whatever the thing is, when you see it and you're like, oh my gosh. That is the the unique piece. Like, I really want that thing. And then all of a sudden, there's five other people bidding on it.

Right? The scarcity that's created is what drives the price and drives people to do, you know, absolutely insane things.

Right? So scarcity.

What you wanna do here is have deadlines, have time limits, have limited quantities.

For me, the way that I try to do it is when I'm doing a launch, like we're gonna be doing a launch here in a couple weeks, is you so we're doing our coach expo on a Thursday.

The registration closes on Friday, which is the next day, and then the classes start the beginning of the following week.

Right?

So the concept is the deadline to sign up is because the classes are starting. The actual workshops are starting next week.

So there's a real deadline. It's not fake.

Right? I'm not just manufacturing this thing.

And then what you do is you add on top of this, we have bonuses that are available.

Did you intentionally structure it that way?

Oh, yes. After many years of doing this, eventually, we got to, you know, have it have the basically, have the last chance to register be close to when the classes start. This way, it has to be that way. Like, it's just the way it is.

You know? Again, then add have a bunch of bonuses, right, that are only available for this launch. For example, we have so in the coach expo, I interview a bunch of the top coaches.

They add their bonuses to our stack. So now it's not just you have to register get the bonus or to register to get into the class because it's about to start, but, also, there's all these bonuses. There's thousands of dollars worth of these other trainings and classes and programs that are gonna come along with it. And so, right, so you're stacking the the scarcity.

Some of my friends who have done the best at this, and I just, you know, can't bring myself sometimes, they'll offer they'll kind of manufacture limited quantities

or they'll give away a limited quantity of something like, here's my other program that's five thousand dollars. For the first five people that buy, you can have it.

You know?

Okay. So authority, reciprocity, liking, commitment and consistency, social proof, scarcity. If you can weave these into your offer, your presentation, you're going to increase your interest, right, your attractiveness, your conversion.

Any questions on these?

Evan, could you possibly go over the liking? But I didn't catch all of that. If you could just summarize it even in one sentence.

Yeah. Sure. Thank you. So, yeah, liking is so we tend to like people who are similar to us.

And if if you like someone more, you will be more influenced by them if you so in NLP, they have a thing called rapport, right, and matching and mirroring. Mirroring.

So this is a way to create liking. This is the whole idea is when people are you know, whenever you meet somebody and they say, where are you from? And then you find that common place you're from or you know somebody from where they're you know, or I visited there and that's a wonderful place. That's all liking stuff.

We want people to like us. Right? And so finding similarity and building rapport, really does that a lot. So matching the person's voice tone, matching matching their, their body language, their movement, right, matching their the words that they use.

Matching and mirroring is a good way to do this one.

Perfect. Thank you.

Yep. Welcome. Any other questions on these?

Alright. So then here's what I wanna have you do right now. I want you to do a little exercise where I want you to come up with one way that you could add this to your offer, Right? To your offer, to your package, to your presentation.

One way to add authority that would add the most authority for your ideal client.

One way to add reciprocity reciprocity, where you'd add the most value, where they would feel like they want to reciprocate. One way to create liking, and let's just call it similarity with them.

One way to create commitment and consistency. What's one small thing that you could ask them to do that then builds that yes set, right, or them stepping? What's, one way that you could create social proof? In other words, what's one way you could tell them a story about someone that was just like them, that was facing the same challenges, and that got the results they want?

And that what's one way to create scarcity? That's legitimate. Right? Because you only have one spot available or three or whatever the number is, or there's a time limit.

Right? I'll give you five minutes to to do this exercise. K? So just do five minutes. Let's see if we can come up with one for each of them.

We'll do five minutes five minutes of silence.

I wanna actually quickly ask a question as as far as those. I'm familiar with those and authority with social proof. Doesn't it feel like if you post a lot of content out there with success stories, that actually with those target market, it turns you into the authority as well? It makes you look like the authority?

Sure. Yeah. Yeah. Yeah. Yeah. Absolutely. That's why I was saying that authority and social proof can kinda get confused.

Right? But one of them is so with authority, you wanna show how you're the expert, you're the admired person, you're the one that's looked up to. With social proof, you wanna show how other people are getting the results that your clients want. That's the difference.

I just filmed a twenty minute testimonial case study with a client. I mean, I'm her coach. Yep. So that's like a authority as well.

Well, that's social proof. Right?

Authority would be lots of people look up to you. Think of it that way. Okay. Right?

Yep. So to be an authority, like, how long have you had your gym?

Sixteen years. How many clients have you trained?

Well, over a thousand. Okay. Great. So if you say, I've had this most successful gym in this, you know, whatever for sixteen years, how many personal trainers have you had work for you over your career?

Fifteen, maybe.

Fifteen? Yeah. Okay. So you could say, I've I've had I've been a gym owner for sixteen years. I've had over a dozen personal trainers work for me. I've trained over a thousand people. That's all authority stuff.

God. Yeah. Showing twenty testimonials is great, but it's more credibility. Right? It's more social proof.

I was thinking, like, when I insert myself in those social proof situations, people see, wow, this guy works with so many people like me. He must be authority on the subject.

Yes. Totally.

But that's more social proof than I get it.

I get it. Yeah.

I want you to look important too, if that makes sense.

Alright.

Yeah. Great. Great work. Alright, guys. Five minutes. Let's just head down five minutes.

Okay. Good. Wrap that up. I wanna show you another few elements here. You have a question, Sarah Jane?

Yeah. It's about the authority piece. I just wanted to check that I was on the the right line. So I I've put a couple of things down. Would be number one in the I mean, it wasn't a very fancy bookseller list, but it was number one in a bookseller list of my book. Would that be authority? Yes.

The other practitioners who are already professionally trained elsewhere, not in my programs, that they come to me for advice and guidance. Right. Perfect. Thank you.

K.

Down here in tiny words that you can probably barely read, it says because, surprise, and contrast.

K? So write those three words down. Because, surprise, and contrast.

These up here are Cialdini's six major weapons of influence, as he calls them. These down here are his three minor weapons of influence, because, surprise, and contrast.

K?

So because is giving them a reason why. Right? I think it was, Johnny Kennedy wrote reasons why advertising. If you give someone a reason why, they will be more influenced by you.

So the experiment was they had people walk up to remember copy machines? So there would be a line at the copy machine at the library, and there'd be, like, four people waiting to use the copy machine. And they would have someone walk up to the person at the front of the line and say, hey. Can I take cuts?

And, usually, the person would say no.

Right? But if they said, hey.

Can I take cuts because I'm really in a hurry and I just need to make a few copies?

They would say yes a lot more often.

But then they took the experiment even further, and they took out the reason, and they just said, hey. Can I take cuts? Because I need to make some copies.

And they would still let them do it. And it turned out that just saying because gets a person to do something.

Just that concept of because. Here's a reason.

Will you do this because and then you give them some reason. K? So a reason why is motivating. Yeah. Stuart?

No. I was just gonna say, and that's how we wind up with Trump for another four years.

There you go.

Surprise. If you can surprise someone, they will be more influenced. Right? And, this has me, you know, think about, I don't know, TV shows where they go, look. Surprise. Some, you know, person comes on the TV show or, you know, surprise. You know, there's this bonus that we're adding that you didn't know that, you know, was there or, you know, surprise.

We're all gonna go outside and do this thing here at the event. Right? So people who are surprised are, more influenced.

And then contrast, this one's interesting because, in a sense, I actually think all of these are contrast. It's contrasting one thing and again, but I really like that he called it out here. So contrast. So what you basically want to show is success versus failure, good versus bad.

Right? Someone who gets results versus someone who doesn't.

Contrast. You know, you imagine you see billboards or whatever, you see somebody that's, you know, skinny and someone that's overweight, and then it just says before and after.

Right? And then you look at it and you're like, oh, okay. You know, what's that?

So contrasting the you know, showing someone in pain and showing someone with relief, showing someone with a problem, showing someone with a result, And just showing those things is very influential.

Just contrasting them against each other. Okay?

The because one, there's another good reason when when we say because, it makes it more legit.

That's the reason why I do this. There is a it makes it more believable as opposed to, well, I'm I'm taking only one person right now. Well, if you just say that, there is just you don't attach the reason why. Well, I I do this because I only have the capacity to work with one person. It makes it Exactly. Yeah.

That's it. You got it. That's right.

Okay. So because surprise contrast.

So just think for a moment. How could you incorporate those into your offer?

How could you give them a reason why?

Okay.

So from there then, I'm going to it's so weird when my camera does this. Alright.

So from there Evan, can I interrupt Go ahead, Jane?

Something. I'm struggling a little bit on the surprise. I I get the the the contextual notion and understanding of what surprise means. I'm not quite sure how I can apply it. Yeah. And the because piece, can your because also be your scarcity?

So this is a good time to sign up because you've got Absolutely.

So even though it's hitting both pieces, it it still stands in that because yeah.

Okay. Great example.

And surprise, what kind of surprise could you give somebody on a call other than give them a a great piece of information that will help them move forward after the call.

I'm I'm You can just say I have a surprise for you and then send them the piece of information.

Alright. Okay. Cool.

Thank you. Yeah. Yeah. Yeah. Yeah. Yeah. Get creative. Absolutely.

Okay. And so for our for our gym, what you're going to do is you're going to pick out your three favorite mechanisms that you created, and you're going to share them with the rest of the group.

And then I'll also give you a little prompt here that you could use. If you have your offer, okay, designed, or you've got a doc that has your, you know, your product offering or your presentation in it, you can just hit it with, hey. You know, give me Robert Cialdini's you know, let's take his model, and let's generate some ideas here. Okay?

And so, I'll put everybody into a breakout group and run your ideas by the rest of the group, and then, you know, get some human feedback to refine it and tune it and see which one really resonates. Okay? So share your three with, with the rest of the group, and I'll see you back here close to the top of the hour.

Alright. Give me an influence update.

That was great.

Thought we got some good I I got uncovered some really fun stuff there that's they were really helpful for me to figure out what to do. I I I had I had written a book that I put on GitHub about a month ago on zero employee businesses using paper. And through that, the former cofounder of Lyft is also really geeking out about stuff, and he offered to write the forward for this book on GitHub. And so I figured I should follow-up with him, get that forward written, and then publish that as a physical copy that I send out to people that are interested in kind of our Singularity playground stuff.

Hits a lot of boxes.

Yeah. Hits a lot of boxes as we see. Yeah. Yeah.

I don't know if you saw this. This just, came out.

Store in San Francisco where they come in. Had AI run it. And then, they gave it a hundred grand, I think, and they just let it hire the people.

They're letting it run the store.

Yeah.

Is it mean, I think that this I mean, there's, like, hundreds of thousands of small businesses that are, like, at the end of their life cycle. Right? That the people are the parents set them up. The kids don't want them. And I think there's gonna be this huge market of some AI fund that's just gonna be gobbling up all of these businesses nobody wants that can continue running them. This is fascinating. Thanks for sharing this, Evan.

Totally. Anyone else I wanna do a share?

I just want to echo what Anthony said. We were all in the same room, Anthony, Christo, and myself. So I found it absolutely fascinating, and I've got so many ideas that my head's busted, but in a good way, a really good way. This is the year that I need to really revive and refresh my business. It's kind of ran on its, you know, its history and its legacy for the last couple of years.

So I've got lots of great ideas for I've got loads of authority stuff, but I just don't use it. So I've got some great ideas and suggestions. And just as the room closed, Christo started to say we were talking about video editing.

So if you don't mind, can I just check-in with Christo? What were you saying as we got cut off? Because I'm looking for tools for video editing.

I'll make it quick. Yeah. Opus Opus is video editing. Yeah. So you can I was telling Anthony, you can have a horizontal, but I think also it can adjust the video to be, vertical as well for shorts?

Okay. Thank you.

Yeah. And if you're if you're using Claude code, I just put a GitHub software link in there for you. It's a it's a essentially a skill and software that can edit entire it doesn't enter entire video editing workflows entirely for free. Like, you just drop in, like, a raw Zoom call, and it will create text and social media or testimonial. Like, it's pretty pretty powerful tool.

And this is in Claude code?

It's a it's a essentially, it's a it's a video use tool that you can give Claude code access to. So it's like an it's like a free capability you can give to Claude code so that it is it can just go and act as a, like, professional video editor and create infinite videos for you based on your input content.

Okay. I'm not sure if I have Claude Claude or not, but I can check that with Claude. I can just ask Claude directly, can't I? And, so I've got the link here. Thank you so much.

Good job.

So the thing about the influence I mean, again, we're talking about social psychology here. We're basically talking about the, you know, the big patterns of the whole thing. Right? This is a very rich area. It's worth using. This is a checklist looking at when you're creating your offers, etcetera, etcetera.

Great work, everyone.

I mean, I wanna say that Yep.

Go ahead.

The this was super valuable, and and the most interesting thing for me was this insight that you kind of provided at the beginning of this, which was, like, putting a user experience on a thing.

I thought that was, like that that frame was, like, was very interesting for me to think about. Right? It's like, what is a thing that you can put a user experience on top of Yes. As a meta a metacognition frame there. So thank you for that.

That was a I thought That would be what you would notice, dude.

That was that was a it's really that was worth the price of admission just for that. So thank you.

Alright. Excellent. Yeah. Yeah. Yeah. Thanks, Yeah. I I mean, I've played with it for, like, twenty years before I realized that.

Yeah. You know? That he just, like, summarized social psychology and made it accessible for regular people. You know?

Yeah. Yeah. That's right.

Well, thank you so much. I've loved this class. I'm just about to make an offer tomorrow. Great. This has just come at perfect timing. Thank you.

Alright. See you guys soon. Cheers. Bye. Bye bye.