

# Six Principles of Influence

## Likeability

- More they like you, more they get influenced
- Be friendly, cordial and make relations
- Avoid bad-mouthing

## Reciprocity

- Pay back what we received from others
- Reciprocity goes a long way
- Be the first to give something

## Social Proof

- Informational Social Influence
- People are uncertain, they will conform to be liked by, or accepted by the influencer

## Consistency

- We all care about the one-thing
- Consistency is activated by small initial commitments that can be made & achieved

## Authority

- People follow the lead of credible, knowledgeable experts
- Important to signal to others before you influence

## Scarcity

- People want more of those things they can have less of.
- Your unique value proposition for customers