

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"The art and science of persuasion"

October 2010

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046
www.thewriteplanllc.com info@thewriteplanllc.com 724.910.9640

What's New ...

September ... what a month! In some ways I am happy the month is over and in others well not so much. :/

September was a bad month because in the last 2 weeks I have had **7** family members in and out of local hospitals for one reason or not. Hospice, running accident, rash, ER, and other reasons ... wow! I am happy to report that most of the family will recover despite the set-backs except my grandmother she has a tumor on her lung and will continue to spread and eventually kill her :(

On a good note I was a keynote speaker for the WORDFM Symposium ... what fun! If you are not familiar with them they are a local Pittsburgh Christian radio station located at 101.5FM. To hear my speech [click here](#) or copy this link into your browser <http://www.youtube.com/user/WORDFMvideo> (note it is in 3 parts)

Happy Networking!

Chad

"The NetworKING of Pittsburgh"

INSIDE THIS ISSUE

What's New ...

About Us

Promoting A Networking
Event

Advertising Your Business

How to Receive the Newsletter

Feedback, Questions, or
Comments?

Guest Book

The art and science of
persuasion

Ads

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,800** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).

The art and science of persuasion

PERSUASION IS NOT ONLY an art, it is a science. Researchers who study persuasion have formulated a series of rules for moving people into the direction you want. Noah J. Goldstein, Steve J. Martin and Robert B. Cialdini have over 60 years of research into the psychology of persuasion. Their book "Yes! 50 Scientifically proven Ways To Be Persuasive" reveals 50 effective strategies to make you more persuasive. I will discuss six of them today.

1. Do not offer too many choices.

Whether it is the number of products or services your business offers or the number of plans you give employees to choose from, sometimes you get caught up in things and can offer too many choices. This can and often frustrates people. For example, companies offering a small number of choices in the retirement plans will have a far greater enrollment than their counterparts who offer many plans.

2. Request active commitments.

Here you are looking for an active response. **Therefore, by asking in a way that elicits an active response is key!** One common mistake restaurants make when taking reservations over the phone is ending the call by saying "Please call back if you have to cancel." Instead change the message by saying, "Will you please call if you have to cancel?" (followed by a pause for an answer). One owner of an upscale restaurant believes by changing the message he reduced his no-show rate from 30% to 10%!

3. Argue against self-interest.

Trust is a critical component to persuasion. The best way to be perceived as honest is to admit to a small weakness in the argument, product/service or business immediately prior to communicating the best and strongest proactive argument.

4. The threat of loss is more persuasive than the potential for gain.

Instead of telling someone what they stand to gain from taking your advice or buying your product(s) or service(s), tell them instead of they will lose out on an opportunity by not taking your advice or buying your product/service.

5. Make people feel as if they have already made progress toward a goal.

A car wash offering a loyalty card nearly doubled customer retention by changing their offer from "But eight washes, get one free" to "Buy 10 washes, get one free - and we will start you off by crediting you for two washes!"

6. How can you become a Jedi master of persuasion?

This strategy, known as the labeling technique, involves assigning a trait, attitude, belief or other label to a person, and then making a request of that person consistent with said label. You can use this technique to remind clients that their decision to deal with your organization shows their confidence in your company and in you, and that you appreciate and will continue to justify said confidence.

Advertise here

