

THE ART OF PERSUASION

HOW TO USE PERSUASIVE
TOOLS EFFECTIVELY

Classical Conditioning



Classical condition refers to the conditioning of a neutral stimulus in order for it to become a stimulus that triggers a certain behavior.

EXAMPLE: SITTING DOWN IS A NEUTRAL STIMULUS FOR A DOG BUT THEY ARE COMMONLY CONDITIONED TO KNOW IF THEY SIT, THEY WILL GET A TREAT.



BOTH OF THESE PERSUASIVE TOOLS CAN BE USED IN EVERYDAY LIFE AND CONVERSATION TO BENEFIT YOURSELF AND OTHERS.

Message Framing

Message Framing is a persuasive tool that is used by either highlighting the positives of engaging in an action or the negatives of not engaging.



WHAT
THEY
WANT
YOU TO
HEAR

What they dont want you to hear

EXAMPLE: ADVERTISEMENTS FOR MEDICATION WILL OFTEN HAVE ALL THE POSITIVE EFFECTS HIGHLIGHTED AND IN LARGE WRITING, WHILE THE SIDE EFFECTS ARE USUALLY IN SMALL WRITING AT THE BOTTOM.



Isaac McCarthy