## THE ART OF

## PERSUASION

HOW TO USE PERSUASIVE TOOLS EFFECTIVLY

## Classical Conditioning



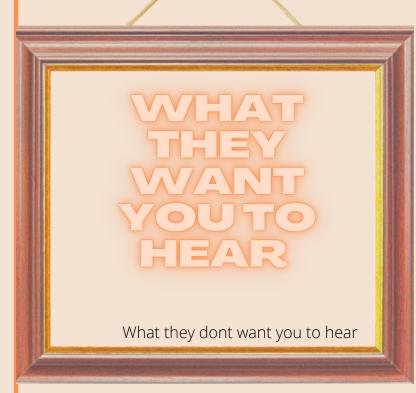
Classical condition refers to the conditioning of a neutral stimulus in order for it to become a stimulus that triggers a certain behavior.

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.



## 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.



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.

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



**Isaac McCarthy**