



Methods of Persuasion: How to Use Psychology to Influence Human Behavior (Paperback)

By Nick Kolenda

Kolenda Entertainment, LLC, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Over 25,000 copies sold. Using principles from cognitive psychology, Nick Kolenda developed a unique way to subconsciously influence people s thoughts. He developed a mind reading stage show depicting that phenomenon, and his demonstrations have been seen by over a million people across the globe. Methods of Persuasion reveals that secret for the first time. You ll learn how to use those principles to influence people s thoughts in your own life. Drawing from academic research in psychology, the entire book culminates a powerful 7-step persuasion process that follows the acronym, METHODS: Step 1: Mold Their Perception Step 2: Elicit Congruent Attitudes Step 3: Trigger Social Pressure Step 4: Habituate Your Message Step 5: Optimize Your Message Step 6: Drive Their Momentum Step 7: Sustain Their Compliance This book teaches you the psychology behind each step. You ll learn how to apply METHODS to your own life so that you can influence people s thoughts, emotions, and behavior in nearly any situation.



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