

# THE 21 LAWS OF PERSUASION

1 **NEED**

"Your friend is your needs answered."  
- **Khalil Gibran**

2 **EGO**

"Ego is the immediate dictate of human consciousness."  
- **Max Planck**

3 **BENEFIT**

"No exchange takes place unless both parties benefit."  
- **Milton Friedman**

4 **FEAR OF CHANGE**

"People always fear change. People feared electricity when it was invented, didn't they?"  
- **Bill Gates**

5 **RISK**

"Risk comes from not knowing what you're doing."  
- **Warren Buffett**

6 **VALUE**

"Price is what you pay. Value is what you get."  
- **Warren Buffett**

7 **FIRST IMPRESSION**

"We don't know where our first impressions come from or precisely what they mean, so we don't always appreciate their fragility."  
- **Malcolm Gladwell**

8 **TRUST**

"Trust, but verify."  
- **Ronald Reagan**

9 **LIKING**

"Getting people to like you is merely the other side of liking them."  
- **Norman Vincent Peale**

10 **AUTHORITY**

"The wisest have the most authority."  
- **Plato**

11 **SYMPATHY**

"A crowd always thinks with its sympathy, never with its reason."  
- **William R. Alger**

12 **EMOTION**

"80 per cent of persuasion, or mass persuasion, is done on an emotional basis, with only 20 per cent of a decision being made in a left-brain, logical way."  
- **James Borg**

13 **SCARCITY**

"The first lesson of economics is scarcity: there is never enough of anything to fully satisfy all those who want it."  
- **Thomas Sowell**

14 **SOCIAL PROOF**

"For those who believe, no proof is necessary. For those who don't believe, no proof is possible."  
- **Stuart Chase**

15 **EXPECTANCY**

"Always too eager for the future, we pick up bad habits of expectancy."  
- **Philip Arthur Larkin**

16 **COMMITMENT**

"Commitment is the enemy of resistance."  
- **David McNally**

17 **COMPARISON**

"No man is happy but by comparison."  
- **Thomas Shadwell**

18 **CONTRADICTION**

"Contradiction is not a sign of falsity, nor the lack of contradiction a sign of truth."  
- **Blaise Pascal**

19 **APPEAL ALLERGY**

"Between stimulus and response there is a space. In that space is our power to choose our response."  
- **Viktor E. Frankl**

20 **RECIPROCITY**

"To give without any reward, or any notice, has a special quality of its own."  
- **Anne Morrow Lindbergh**

21 **CURIOSITY**

"Human curiosity, the urge to know, is a powerful force and is perhaps the best secret weapon of all."  
- **Aaron Klug**

