

# Influence and Authority

How to use the 6 principles of influence to double your sales

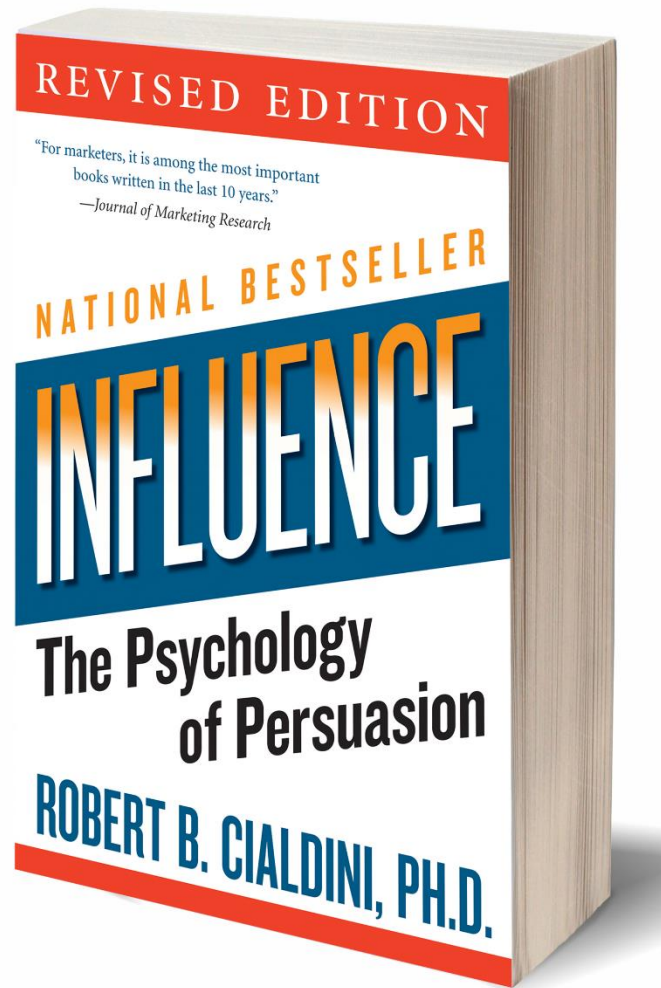
## Authority Marketing

Web & Content Seminar for Search and Social

John McDougall



# Dr. Robert Cialdini



Sold over 2 million copies - translated into 26 languages



# Dr. Cialdini at PubCon



# Cialdini's 6 principles of influence

**Reciprocity**

**Commitment (and Consistency)**

**Social Proof**

**Liking**

**Authority**

**Scarcity**



# Reciprocity



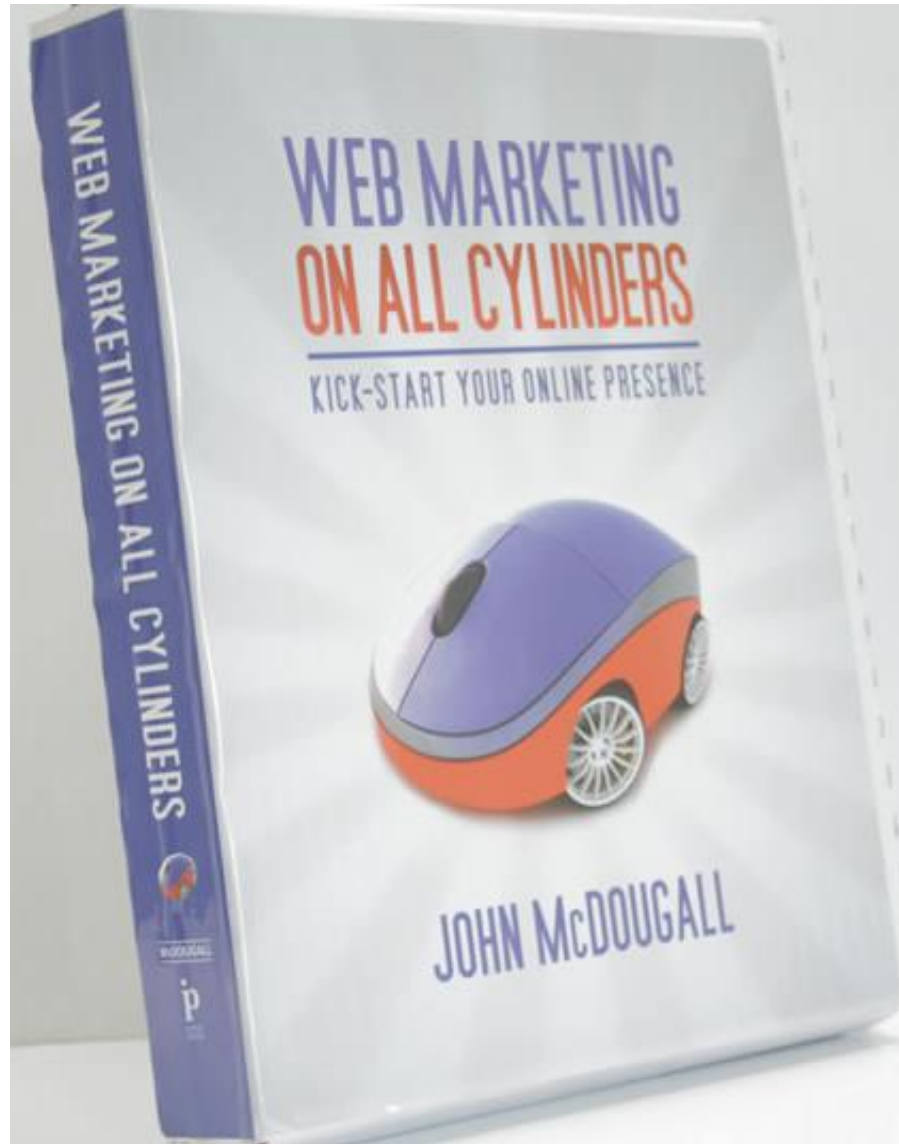
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# Reciprocity



Book mailer package



# Reciprocity



*USPS Approved!*

## 2-panel Automated Mailers

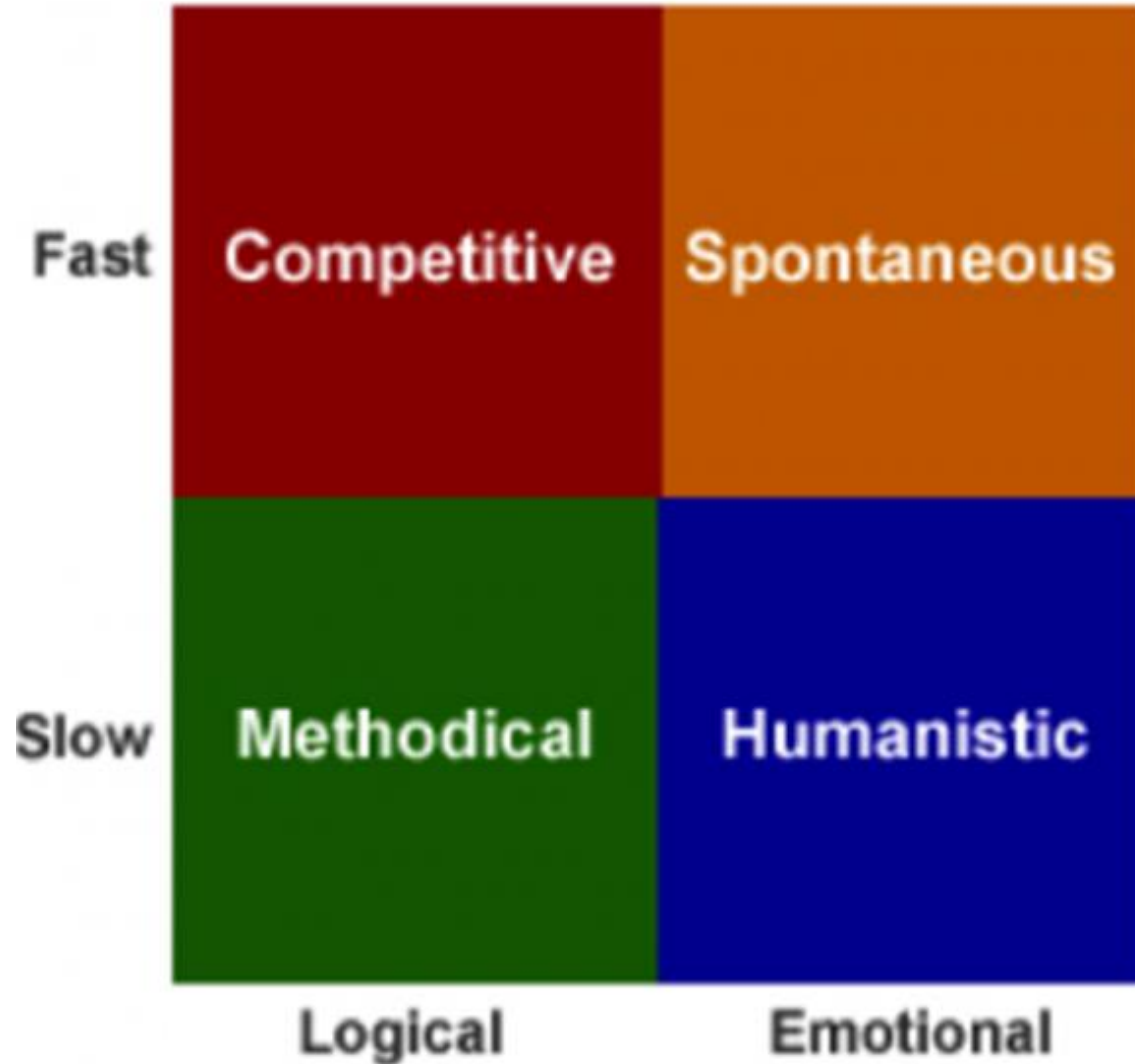
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# Understand Personality Patterns





# Personality Surfing Styles

This screenshot shows the U.S. Census Bureau website with a network overlay centered on the letter 'A'. The network consists of blue nodes and connecting lines, highlighting various menu items and search results. The main content area displays the population clock for the U.S. at 301,465,607. The left sidebar contains navigation links such as 'Data Tools', 'American Factfinder', and 'Jobs@Census'. The right sidebar features 'Data Finders' with sections for 'Population Clocks', 'Population Finder', and 'Find An Area Profile with QuickFacts'. A 'NEW - Annual Capital Expenditures Survey 2005' banner is visible at the bottom.

This screenshot shows the U.S. Census Bureau website with a network overlay centered on the letter 'B'. The network highlights different menu items and search results compared to the 'A' style. The main content area displays the population clock for the U.S. at 301,465,607. The left sidebar contains navigation links such as 'Data Tools', 'American Factfinder', and 'Jobs@Census'. The right sidebar features 'Data Finders' with sections for 'Population Clocks', 'Population Finder', and 'Find An Area Profile with QuickFacts'. A 'NEW - Annual Capital Expenditures Survey 2005' banner is visible at the bottom.

This screenshot shows the U.S. Census Bureau website with a network overlay centered on the letter 'C'. The network highlights different menu items and search results. The main content area displays the population clock for the U.S. at 301,465,607. The left sidebar contains navigation links such as 'Data Tools', 'American Factfinder', and 'Jobs@Census'. The right sidebar features 'Data Finders' with sections for 'Population Clocks', 'Population Finder', and 'Find An Area Profile with QuickFacts'. A 'NEW - Annual Capital Expenditures Survey 2005' banner is visible at the bottom.

This screenshot shows the U.S. Census Bureau website with a network overlay centered on the letter 'D'. The network highlights different menu items and search results. The main content area displays the population clock for the U.S. at 301,465,607. The left sidebar contains navigation links such as 'Data Tools', 'American Factfinder', and 'Jobs@Census'. The right sidebar features 'Data Finders' with sections for 'Population Clocks', 'Population Finder', and 'Find An Area Profile with QuickFacts'. A 'NEW - Annual Capital Expenditures Survey 2005' banner is visible at the bottom.



# Captain Kirk and Spock are triggered by different things



# Commitment and Consistency

1. Email sign up / download ebook
2. Free consultation / webinar
3. Sign contract



# “Behavioral Inertia”

**Option #1:**

**November**  
**6**

Thursday, **November 6th**

- 12:00PM - 1:30PM **Pacific (San Diego)**
- 2:00PM - 3:30PM **Central (Chicago)**
- 3:00PM - 4:30PM **Eastern (New York)**

**Click Here To Claim Your Spot For Thursday!**

This webinar will start in:

<b>0</b>	<b>6</b>	<b>46</b>	<b>10</b>
Days	Hours	Minutes	Seconds



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“Consistency inertia” comes with small commitments



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# Authority

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# Scarcity



An experts time should be seen as limited, raise hourly rate



# Scarcity

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# Four fundamentals of UVP's

**Appeal** – I want this

**Exclusivity** – Only from you

**Clarity** – I understand this

**Credibility** – I believe you

List five statements of value to get started, add evidence (PR, social proof), quantification (20 million served) and specificity... Then test using email.



**Use The Conversion Trinity**

**Relevance**

**Value**

**Call To Action**





# Takeaways

1. **Free “Samples”** / content inspires reciprocity
2. **Address More Than One Persona**
3. **Call To Action** based on content, create inertia, trust
4. **Use Social Proof**
5. **UVP / Branding** No unique value equals a bounce
6. **Deepen Specificity** i.e. # customers served etc.
7. **Work Your Authority**
8. **Use Scarcity**
9. **Trust Factors** Reviews, awards, testimonials
10. **About Us Pages** More personal, less what, more who

