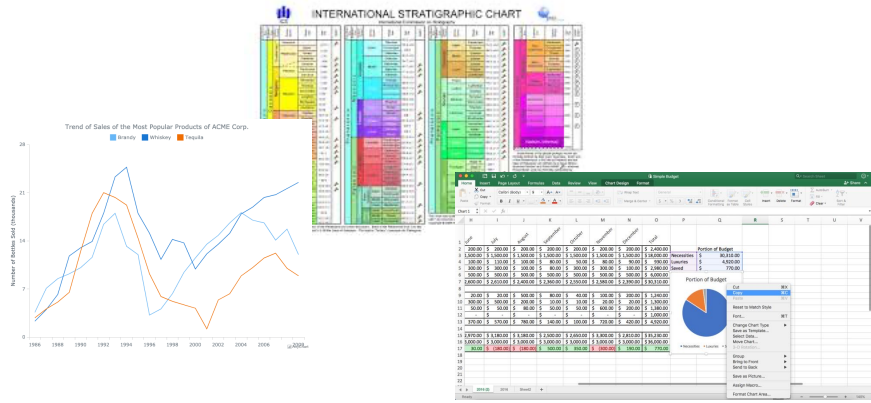


# The Art and Science of Influence



Here are the bad things that will happen if we don't do it.

Here are all the great things that will happen if we do do it.



Find out what they want.  
Consider their 6 human needs.  
Show them that you want the same things.

Bring up potential objections or misgivings before they do.

Attack the objection by confessing that you've been guilty of thinking that way.

Be specific.