

DESIGNED AND DELIVERED BY SUCCESS MENTOR

DARREN HARDY

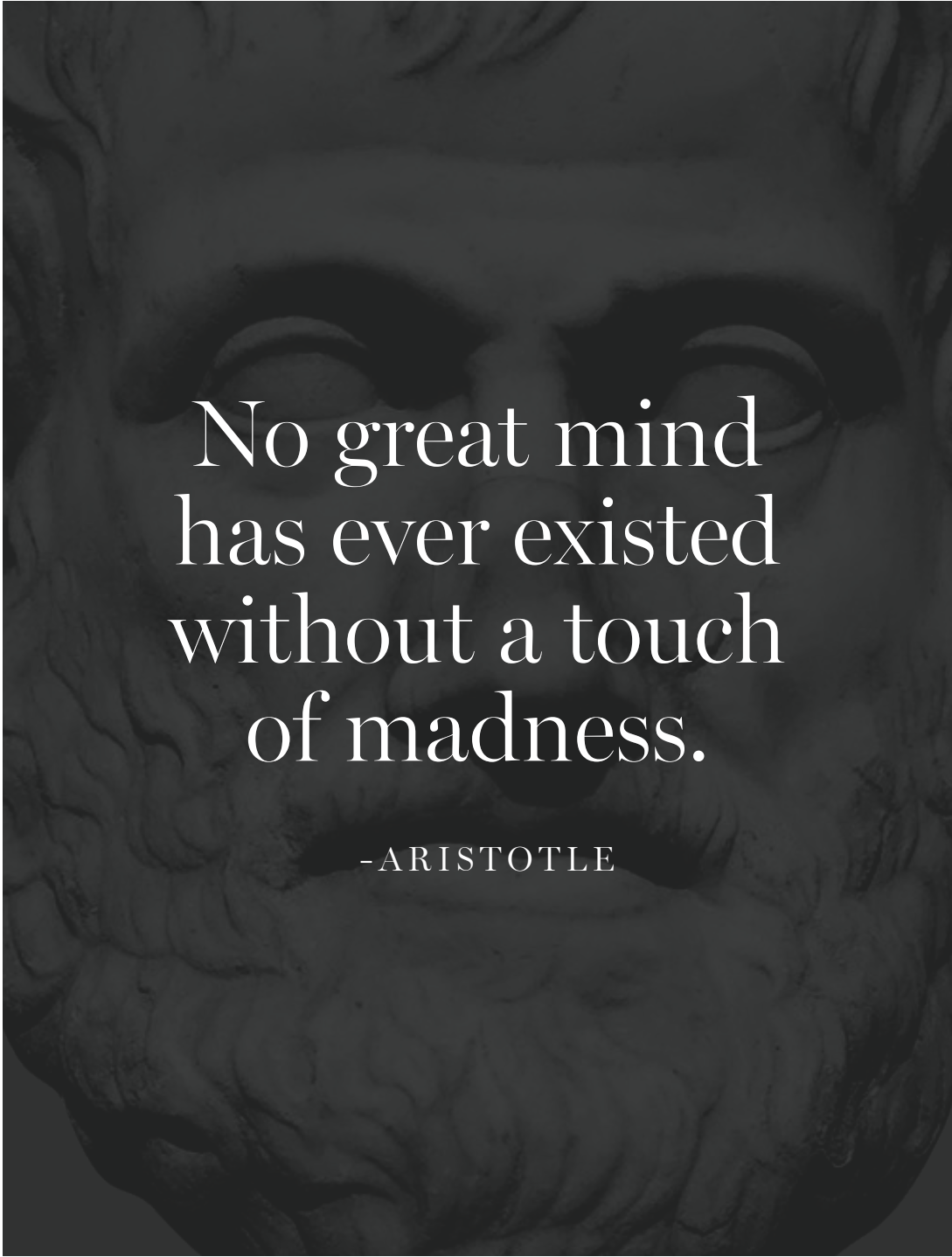
PERSUASION

HOW TO GET **ANYONE** TO SAY *“yes”*

SUPPORT RESOURCES & PROPRIETARY WORKSHEETS



BE THE EXCEPTION



No great mind
has ever existed
without a touch
of madness.

-ARISTOTLE



Part One *and* Part Two

The three levels of persuasion are:



1. _____
2. _____
3. _____



Part One *and* **Part Two**



LOGOS translated means using

It works best _____ - _____ - _____ , in small groups,
and in writing. Where you can focus your communication on one
issue at a time and lead your subject through a series of agreements.



Part **Three**


PATHOS means using

EVERY decision we make is _____ ÷ _____ ,
whether you realize it or not.



Part Three

The 7 emotions and their opposites that are most influencing:



1. _____ and Calmness
2. _____ and Hatred
3. _____ and Confidence
4. Shame and _____
5. Kindness and _____
6. _____ and Cruelty
7. _____ and Emulation



Part Four



People _____ what _____ help _____

– DARREN HARDY

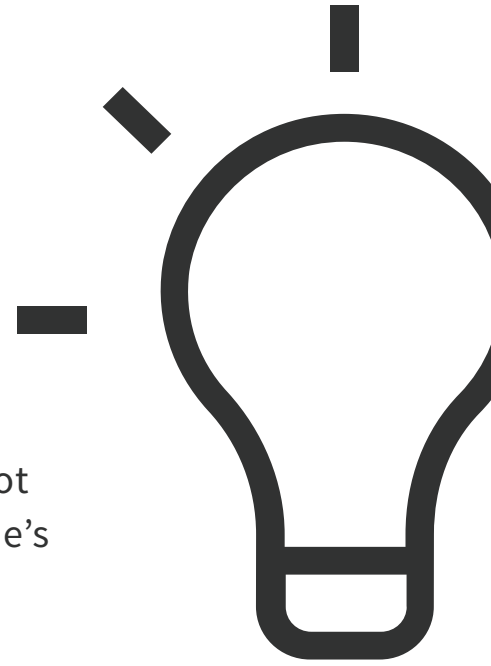
The Law of the _____ = Present _____ options.

The Law of _____ = Show the _____ best option first.



Part Four

Think about all of the offers your company makes, then jot down where you see an opportunity to influence someone's decision by applying these two laws.





Part **Five**

ETHOS is derived from the word

It requires integrity, character, wholeness,
consistency and discernment.



Part
Five



With **ETHOS** you don't just say what you believe;
you _____ what you believe. _____

Be a _____ of your _____



Part Five

Help others make decisions by:



1. Presenting why they would _____ to do it.
2. Engaging them emotionally by having them _____ - _____ in the process and use the Law of the _____ and the Law of _____
3. Be sure you are the _____ of your pitch so you can communicate that message with moving and persuasive energy.



DARREN HARDY RESOURCES



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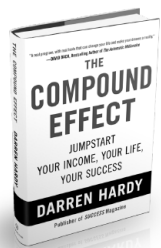


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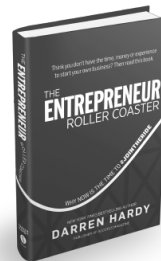
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