

Lipkin's Ten Secrets Of Powerful Persuasion

Persuade: Cause Someone To Do Something Because They Really Want The Outcome.



I help people live in a way that enables them to enhance the success and happiness of others.

Lipkin's Ten Secrets of Powerful Persuasion



1. Be pre-inspired: Step into your empowering emotion:

- ▶ Watch, listen, read, move, think, talk, chant, breathe
- ▶ Summon your confidence.
- ▶ Focus on success.



2. Define your style

- ▶ Play your role to perfection.
- ▶ Live the perception you want others to have of you.
- ▶ Act authentically.

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3. Create your “elevator pitch”

- ▶ Know how to define your role so well you can communicate it concisely.
- ▶ Be very clear on the benefit you deliver to your key stakeholders.
- ▶ Have a “call to action” to close off your message.

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4. Connect at a visceral level

- ▶ Do your homework: it’s always personal.
- ▶ Talk their talk.
- ▶ Understand their patterns of focus.

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Ten Key Patterns of Focus

- ▶ Go To vs Run From
- ▶ Inner Guidance vs Outer Reference
- ▶ Have To vs Want To
- ▶ Agree-er vs Disagree-er
- ▶ Me vs We
- ▶ Bottom Line vs Take My Time
- ▶ See, Hear or Touch
- ▶ Big Picture vs Small Detail
- ▶ Yesterday, Today or Tomorrow
- ▶ Time vs Money



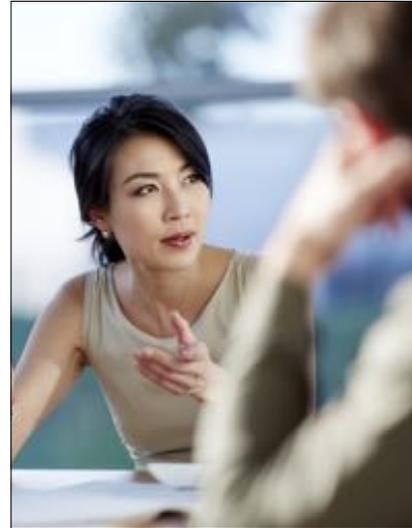
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5. Listen like you mean it

- ▶ Listen with your whole body – lean into the dialogue.
- ▶ Listen for what's not being said.
- ▶ Restate what you've heard and ask for validation.

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6. Talk truth to power

- ▶ Be courageous.
- ▶ Ask the challenging questions discretely.
- ▶ Push back gracefully.

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7. Make it vividly real: keep their eyes on the prize

- ▶ Crystallize what success looks like.
- ▶ Tell a great story.
- ▶ Focus on what they want, or want to avoid.

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8. Make it as simple as possible but no simpler.

- ▶ Clarify, don't mystify.
- ▶ Big and bold sells.
- ▶ Shorter is better than longer.

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9. Use silence to make your point: give them a chance to think, feel and decide

- ▶ The silence before.
- ▶ The silence when they speak.
- ▶ The silence after.

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10. Be a great place to work: make it easy to talk with you.

- ▶ Express your gratitude.
- ▶ Sustain your fascination.
- ▶ Condition your resilience.

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