

STELLAR *Life*

Hosted By *Orion*

Influence & Persuasion

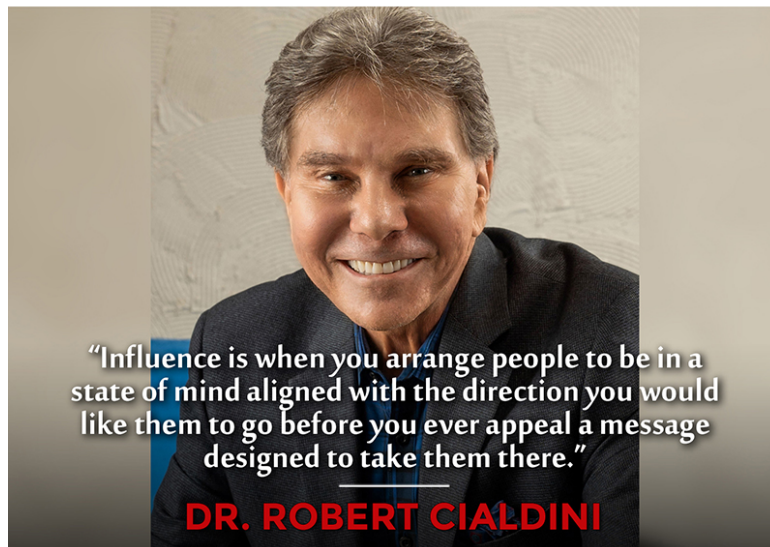
10 Point Checklist

Dr. Robert Cialdini

Want to gain as much knowledge as possible out of this episode? Here is your **10 point checklist** that gives you actionable steps you can take **TODAY** to start living a Stellar Life!

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“Influence is when you arrange people to be in a state of mind aligned with the direction you would like them to go before you ever appeal a message designed to take them there.”

DR. ROBERT CIALDINI

10 STEPS YOU CAN TAKE TODAY

**Take charge of your health, wellness, and success.
Here are 10 steps that can move you closer to your goals – today.**

- Learn more about the principles of persuasion. Learning this does not mean you become better at coercing people to do what you want, but it helps you become more trustworthy and relatable so that others find it worthy of supporting you.
- Leverage the principle of reciprocity. This means that when someone does a good deed, people tend to return the favor. In this case, be the one who gives first so others will most likely reciprocate the action.
- Stay genuine. Authenticity in your actions without any form of bias or hidden agenda can help earn you more trust from people.
- Constantly build your social proof and authority. Keep improving your skills, knowledge, and network so you can share more value with your followers.
- Ask for advice, not opinions. When you ask for advice, you instantly turn the person you're asking into an ally. They will tend to look after your best interests when you seek their counsel.
- Stay committed to your followers and provide value consistently. Owe it to your subscribers to remain active in engaging with them. It's okay to take a break but make sure your followers stay informed and updated.
- Don't be ashamed to show vulnerability. Being vulnerable helps you connect better with people because they can relate to your pain or weakness. However, make sure that you aren't doing this just to get sympathy.
- Compliment generously and genuinely. If you like what you see, don't hesitate to say it out loud. You will instantly make other people's day.
- Look out for the best in people. When you start with positivity, you achieve positivity.
- Grab a copy of Dr. Robert Cialdini's latest book, [Influence, New and Expanded: The Psychology of Persuasion](#).