

# Persausion



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Full Principles of Persuasion Persuasiveness is a very important characteristic of individuals today because of the highly demanding trait of modern living. A person applying for a job needs to be able to persuade employers that he is the best applicant for the job being offered. A businessman needs a lot of persuasion in order to make good profit. Even a child needs to have the skill of persuading his parents so that he could get what he wants. Therefore, Jason Nazar emphasizes the importance of persuasion for everyone and suggests principles for effective persuasion in his article entitled “ The 21 Principles of Persuasion”. In this paper, three of the 21 principles will be discussed in detail, namely: “ Learn to Transfer Energy”, “ Communicating Clearly is Key” and “ Being Prepared Gives you the Advantage”.

Persuasion is not simply talking people out in order for others to agree with one’s thoughts and ideas. Nazar says that in persuading people, one has to learn to transfer energy. Needless to say then, one must have a positive attitude so that the energy he will transfer to others will make people motivated and invigorated instead of drained. The writer suggests that an individual should maintain eye contact with the people he is communicating with. This approach is known to show a person’s honesty in what he is saying. On another hand, it informs the other person that the communicator is interested in his response. Physical touch is another suggestion that the author makes. A hug, a pat on the shoulder or even a simple touch on one’s hand has an affirming effect on people. This can make a difference by letting others that a person cares for them and therefore, they will be willing to listen to whatever that individual who cares a lot about them; has to say. Moreover, an enthusiastic speaker who shows excitement in his verbal responses will be able to make others excited as well.

Communicating clearly is also an important principle in persuasion. A person should not complicate things because it is believed that someone who does so has hidden agendas. People are often interested in what they benefit from others so that should be communicated simply and clearly. It is also important not to complicate matters for others to understand because it could give the impression that the speaker himself does not understand what he is saying. Therefore, it is essential for a person to explain matters in the most understandable way even if it means making it very simple.

In relation to making things simple, it is also significant that a person is well-prepared. Preparation should not simply include practicing what one has to say. Rather, as mentioned earlier, he should practice in a manner that he will be able to express himself in a simple but impressive way. He should be able to make other people able to grasp the big picture as well as the details of what he is communicating so that nothing will seem hidden or confusing. In addition, preparation should also include a lot of research about the person/people one has to speak with so that he will know the right things to say at the right time. For instance, a businessman who wants to sell a new brand of laundry soap to housewives; should learn what the potential customers need in a laundry soap so that he can point those out in order to persuade the housewives to buy his product.

#### Reference

Nazar, Jason. “ The 21 Principles of Persuasion”. Forbes. Entrepreneurs. March 26, 2013. Web. June 25, 2014.

< <http://www.forbes.com/sites/jasonnazar/2013/03/26/the-21-principles-of-persuasion/>>.