

INFLUENCE FORMULA

Miguel Cocco

What his the Influence formula?

You can think about the Influence formula like peaces of Lego that you can use all together or one by one to increase your influence.

What's your goal in hypnosis and hypnotherapy regarding Influence?

Take a moment and think about all areas of your life where you can increase your influence and your communication:

- Professional (|more clients; more reputation|;)
- Family
- Friends

What's the difference between influence and persuasion?

Influence:

Is a trait you have, who you are;

It's long term and you develop along your life

Ability to inspire others and long time impact

Comes with time

Persuasion:

Is an action you take , something you do

It's a short term

Power to require others

Short term effect

Write down some people that you consider Influent people:

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Now think in the influence traits they have that you admire?

Who are you in the hypnosis business ?

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Who are you as a hypnotherapist ?

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Who is Robert Cialdini?

Robert Cialdini is a professor of Psychology and Marketing at Arizona State University. He is best known for his book 'Influence' that was listed by Fortune Magazine in their list of '75 Smartest Business Books'. Dr Cialdini is a PhD holder with over three decades of experience in research. As an impeccable expert in the matters of persuasion, negotiation and compliance, he has delved deep into enigmatic mysteries that explain why people behave the way they do. As the most cited social psychologist, Robert has explained how people use psychological weapons to influence others in their day-to-day life through his book:

Influence: **The Psychology of Persuasion.**

What are the 6 Principles of the Science of Influence:

Authority

Social Proof

Liking

Scarcity

Commitment and Consistency

Reciprocity

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