

Cialdini ' s 6 Principles of Influence

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Scarcity

We are more likely to buy something if we fear losing our opportunity to buy it; we are motivated by a potential loss more than a potential gain.

How to leverage:

- Inform customers that a product is in 'limited supply'
- Use countdown timers at checkout (Amazon 's lightning deals and delivery deadlines)
- Frame in terms of loss: “ If you don ' t buy X, you ' ll continue losing Y dollars a month ”

Social Proof

When uncertain, we look to others to see how we should act. We assume that if many people are doing something, it must be correct or safe.

How to leverage:

- Showcase testimonials and case studies.
- Display real-time user activity or purchases.
- Use social counters (followers, downloads, reviews).

Reciprocity

People feel obliged to return favors. Giving something valuable for free can create a sense of debt that leads to action.

How to leverage:

- Offer free tools, guides, or bonuses before asking for a sale.
- Provide unexpected perks or discounts.

- Use lead magnets that deliver real value.

Authority

We trust experts, leaders, and brands with proven credibility. Credentials, certifications, and visible expertise increase persuasion.

How to leverage:

- Showcase awards, press mentions, and certifications.
- Feature expert quotes or endorsements.
- Present clear credentials on your site and ads.

Liking

We prefer to say yes to people we like. Similarity, compliments, and shared values increase influence.

How to leverage:

- Be relatable and authentic in messaging.
- Build a personal brand that feels human and friendly.
- Engage through storytelling and empathy.

Commitment & Consistency

Once people commit to something (even small), they 're more likely to stay consistent with that decision.

How to leverage:

- Encourage small initial actions (sign-ups, surveys).
- Use progress bars or streaks to maintain momentum.

- Remind users of their past actions to drive follow-through.

Build Influence That Converts

Learn more strategies and advanced marketing systems at

www.NishantTomar.com