

Name: \_\_\_\_\_

### Six Persuasive Tactics Examples

Reciprocity

Commitment & Consistency

Consensus

Authority

Liking

Scarcity

1. You are convinced to buy white Hanes t-shirts when Michael Jordan wears them in his commercial

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2. When Disney releases their movies, they often only release a limited number, after which you cannot buy any more new copies of the movie.

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3. Obama (as well as most other politicians) typically send people that have previously donated money to them letters asking for more money, thinking that since they have already given, they will be more likely to give in the future.

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4. The red cross comes to your front door and asks to put a yard sign in your front yard, to which you reluctantly agree. They then come to your door a week later and ask for money.

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5. You don't really care about beanie babies until you see that all your friends are buying them, then you really want some.

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6. You see a commercial about a new diet program. The man talking in the commercial is wearing a doctor's white lab coat, and says that he has been a doctor for over twenty years.

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7. You are at the food court at the mall. The man at the Asian food restaurant forcibly hands you a sample of their chicken, which you take and eat.

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8. You see a commercial for a collector's edition beanie baby bunny. The commercial says that there is a limit of five purchases per caller to keep them from running out.

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9. When trying to sell you a new hat, the salesperson tells you, “everybody is wearing them!”

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10. Your debate teacher makes you write a persuasive essay about an issue that you disagree with. You are asked about the issue a week later, and you tend to agree with the issue more than you did.

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11. You walk into a fancy clothing store and try on some clothes. The salesperson smiles at you and says, “wow, you look amazing in that shirt”.

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12. The red cross is wanting people to give them money. They sent you a set of personalized return label stickers, and included a return envelope to put money in to give to them.

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13. You call the customer support line at Apple. The person on the other end of the phone is extremely nice to you and says things like, “I would be happy to help you with that”, and other nice things.

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14. You sit down at a restaurant, and the waitress (or waiter) flirts with you. You end up giving an extra large tip.

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15. You’re watching television when a new workout program comes on. One of the things that they say is that they have sold over 20 million copies of their program!

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16. You go to Sonic down the road from McGuinness. You feel compelled to buy a new sandwich that they have listed, since it says “for a limited time only” – If you don’t buy it now, maybe it will be gone the next time you come!

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17. Whenever Oprah adds a book to her book-club list, its sales skyrocket.

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18. You walk into a shoe store, and the man gives you a free breath mint when you walk in

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