# Cialdini: 6 Principles of Influence Cheat Sheet

**By David Pollack (Davidpol)**

1. **Reciprocity**
   People tend to return a favor, thus the pervasiveness of free samples in marketing. Think of this as “You scratch my back; I’ll scratch yours.” If you do something nice for someone, they’ll do something nice for you — return the favor, tit for tat.

2. **Commitment and Consistency**
   Everyone has a self-image — a way of thinking of themselves. When people are presented with an idea or appeal that fits their self-image, they are very likely to convert. This phenomenon is called consistency. In a similar vein, people who make commitments tend to follow through with those commitments. They have decided through consistency, that a certain action coheres with who they believe themselves to be. Thus, they make commitments — small but definitive actions — that advance this ideal. This is how Cialdini put forth his point on commitment and consistency. It has everything to do with a person’s self image.

3. **Social Proof**
   People will do things that they see other people are doing. For example, in one experiment, one or more confederates would look up into the sky; bystanders would then look up into the sky to see what they were seeing. At one point this experiment aborted, as so many people were looking up that they stopped traffic.

   It’s that simple. Monkey see. Monkey do

4. **Authority**
   The vast majority of the human population are followers. They will respect authority figures who have an important message, an effective style, and a platform from which to speak. People will tend to obey authority figures, even if they are asked to perform objectionable acts.

5. **Liking & Likability**
   The people most likely to buy from you are people that like you. If you train children to be salespeople, they should first try selling to friends and family. Why? Because they have established relationships with them. The friends and family love them, and they will probably make a purchase. Kid salesperson feels happy, and goes and sells to other people. Likability is a huge form of influence. Successful salespeople are those who are likeable. They smile. They say nice things. They establish likability in order to get the sale.

   Physical attractiveness plays into this, too. Often, successful salespeople are those who are favored with good looks. Whether or not this bias towards attractiveness is justified or not, it still has an undeniable impact.

6. **Scarcity**
   If people think that something is going to run out, they will rush to buy it. The “Limited Time Only” sales and “While Supplies Last” phrases are overt evidences of this method of persuasion.

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