

# The Art of Enchantment

How to Woo, Influence, and Persuade

By Guy Kawasaki

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## **Chapter: How to Get Started**

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[Move people to your view but on their terms](#)

[Find something that's already working](#)

[Have a goal](#)

[Choose the right order](#)

[Immerse people](#)

[Plant many seeds \(Duncan Watts\)](#)

[Avoid “innovators” and go after “early adopters”](#)

- Make it personal
- Make heroes, not villains
- Show concrete reasons
- Focus on end goal and results, not worst-case scenarios
- Don't overwhelm: hyperbole, alarmism; when overwhelmed you don't get action, you get paralysis
- Enable people to map tradeoffs to make good choices

### **Chapter: How to Overcome Resistance**

- Five reasons people are reluctant
- Break down to baby steps
- Fit within lifestyles
- Status quo bias
- Appease the other influencers in the person's life
- "Mere exposure" phenomenon (just exposure gets people to accept)
- Reposition to make it appear in harmony with objection
- Provide a checklist
- Become "shifty" not crooked, but persuade in different ways
- "Mere measurement" effect
- Representativeness how similar something is to their image/stereotype
- Fulfill personal, often unspoken, needs not situational needs
- Use the toolbox
- How to handle competition
- Collective conservatism

### **Chapter: How to Help People Enchant Themselves**

- Provide a default option
- Illustrate the "salient" point--eg, show not mpg, but cost per year to run car
- Priming
- Provide social proof
- Create an illusion of scarcity
- Make things appear available
- Present expensive, then a cheaper alternative
- Anchor adjustments seldom sufficient
- Invoke reciprocation

### **Chapter: How to Make Enchantment Last**

- Strive for internalization
- Let people pay their obligations
- Invoke consistency
- Keep score
- Use extrinsic after intrinsic satisfaction and social support
- Diversify the team

Make it easy and cheap to develop complementary products and services , Twitter example

Hire learners, not “naturals” (

Celebrate wins

Focus on the cause, not the leader

Dealing with Failure

Consider failure an action, not an identity

Make your work your art (Matt)

### **Chapter: How to Enchant Your Employees**

Get the right mindset: you need each other

Judge your results and other’s intentions

Don’t make it strictly about the money

Talk about your own shortcomings first

Never ask someone to do what you wouldn’t

Don’t give orders

Get a naysayer or two

### **Chapter: How to Enchant Your Boss**

Do what your boss asks first

Make him/her look good

Show momentum

Achieve small wins and broadcast them

Form friendships

Give hope

Get others to blow your horn

### **Chapter: How to Be an Enchanting Geek**

Email

Twitter

Facebook

Voicemail

Videovoicemail

Telepathy

### **Chapter: How to Resist Enchantment**

Don’t act impulsively

Avoid seductive situations

Avoid decisions during emotional times

Know your limitations

Become more socially intelligent

Develop a repertoire of disengagement techniques

Consider alternatives

Be skeptical (but not cynical)

Defy the crowd

Find a Devils’ Advocate

Track previous decisions

Improve your decision-making process

Let yourself get enchanted in small ways  
Avoid loss aversion: instead look far into the future  
Let go of past  
Observe things as they are vs value attribution

## **Conclusion**

Don't take any CRAP

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