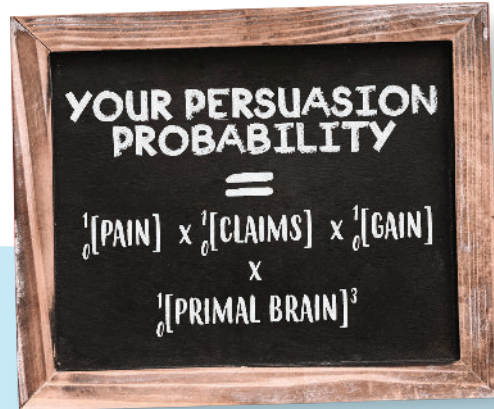# PERSUASION CODE WORKSHEET
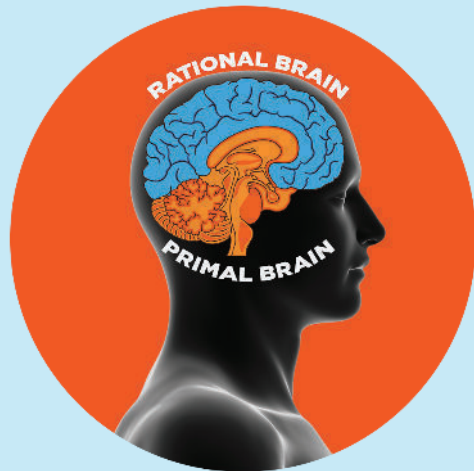
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Chief Persuasion Scientist
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415.596.9342

THE THEORY OF PERSUASION
1 FORMULA

YOUR PERSUASION PROBABILITY

$$= {}_0^1[\text{PAIN}] \times {}_0^1[\text{CLAIMS}] \times {}_0^1[\text{GAIN}] \times {}_0^1[\text{PRIMAL BRAIN}]^3$$

THE SCIENCE OF PERSUASION
2 BRAINS

RATIONAL BRAIN
PRIMAL BRAIN

_____
_____
_____
_____
_____
_____

THE SCIENCE OF PERSUASION
6 PRIMAL STIMULI

TANGIBLE • MEMORABLE • CONTRASTABLE • VISUAL • PERSONAL • EMOTIONAL
RATIONAL BRAIN • PRIMAL BRAIN

_____
_____
_____
_____
_____
_____
_____

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1 — DIAGNOSE THE PAIN™
LIKE / WANT / NEED / PAIN / FEAR
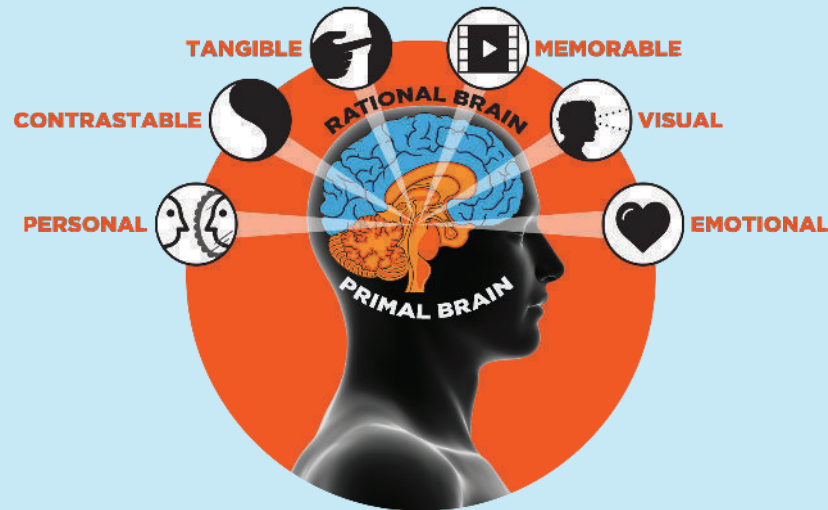
PAIN

Your Customers' PAINS:

		Diagnostic Question:
PAIN 1	_____	WHAT _____
PAIN 2	_____	WHAT _____
PAIN 3	_____	WHAT _____

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2 — DIFFERENTIATE YOUR CLAIMS™
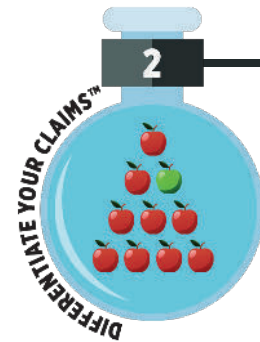
CLAIMS

Your Top 3 CLAIMS:

CLAIM 1 _____
CLAIM 2 _____
CLAIM 3 _____

Are Your CLAIMS:

- Therapeutic   Y / N
- Original   Y / N
- Provable   Y / N
- Mnemonic   Y / N
- Displayed on website   Y / N
- 100% endorsed/known   Y / N
- Repeated   Y / N

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3 — DEMONSTRATE THE GAIN™
VALUE / COST
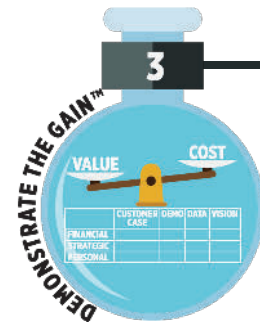
GAIN

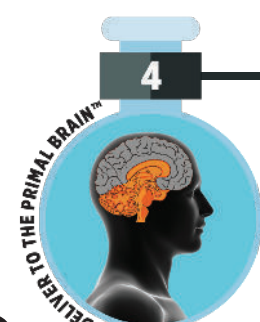**Your Proven GAIN:**

VALUE CLAIM 1 _____ PROOF _____
VALUE CLAIM 2 _____ PROOF _____
VALUE CLAIM 3 _____ PROOF _____

VALUE CAN BE FINANCIAL/STRATEGIC/PERSONAL
PROOFS INCLUDE A CUSTOMER CASE, A DEMO, DATA OR VISION

Are Your Values:

- Quantified   Y / N
- Proven   Y / N
- On Website   Y / N

---

4 — DELIVER TO THE PRIMAL BRAIN™

PRIMAL BRAIN

6 Persuasion Elements

1. GRABBER: Your value in 7 seconds or less

Prop: _____
Word Play: _____
Story: _____
Mini Drama: _____

3. BIG PICTURE: Your Customer's world

Without your solution / With your solution

6. CLOSE:

Repeat your CLAIMS: 1._____ 2._____ 3._____
What do you think? Wait… _____
Where do we go from here? Wait… _____

2. YOUR 3 CLAIMS:

CLAIM 1 _____
CLAIM 2 _____
CLAIM 3 _____

4. Your Proofs of GAIN:

Your COST _____
Their GAIN _____

5. Your OBJECTION REFRAMES

Reframe story 1: _____
Reframe story 2: _____
Reframe story 3: _____

7 Persuasion Catalysts

WORD WITH YOU
TELL STORIES
BE CREDIBLE
APPLY CONTRAST
VARY TEACHING MODES
TRIGGER EMOTION
MAKE IT SHORT