

adschallenge

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DAY 3

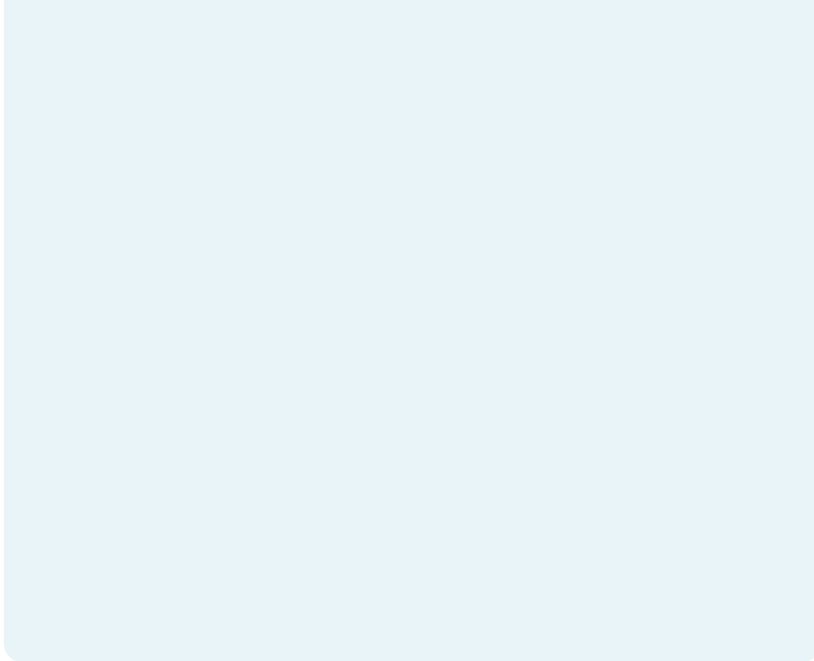
INFLUENCING SECRETS

Today's action item focuses on Influencing Secrets. These are based on 6 marketing elements. The principles discussed here are based from the book Influence by Dr. Robert Cialdini. This book is based on research done to determine what influences and persuades people. After watching today's challenge video, go through each element and list the assets that you have that fit into these categories. If you don't have any assets, list things you could do to create them, so that you can create influence with your audience.

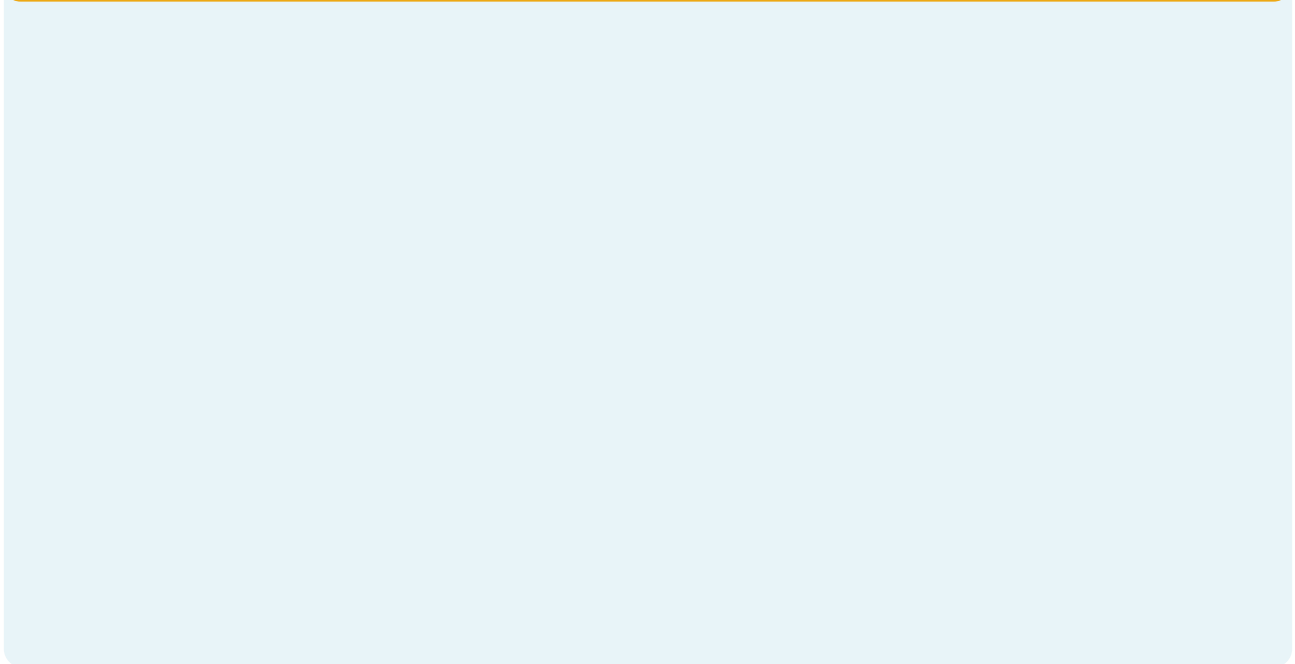




RECIPROCITY

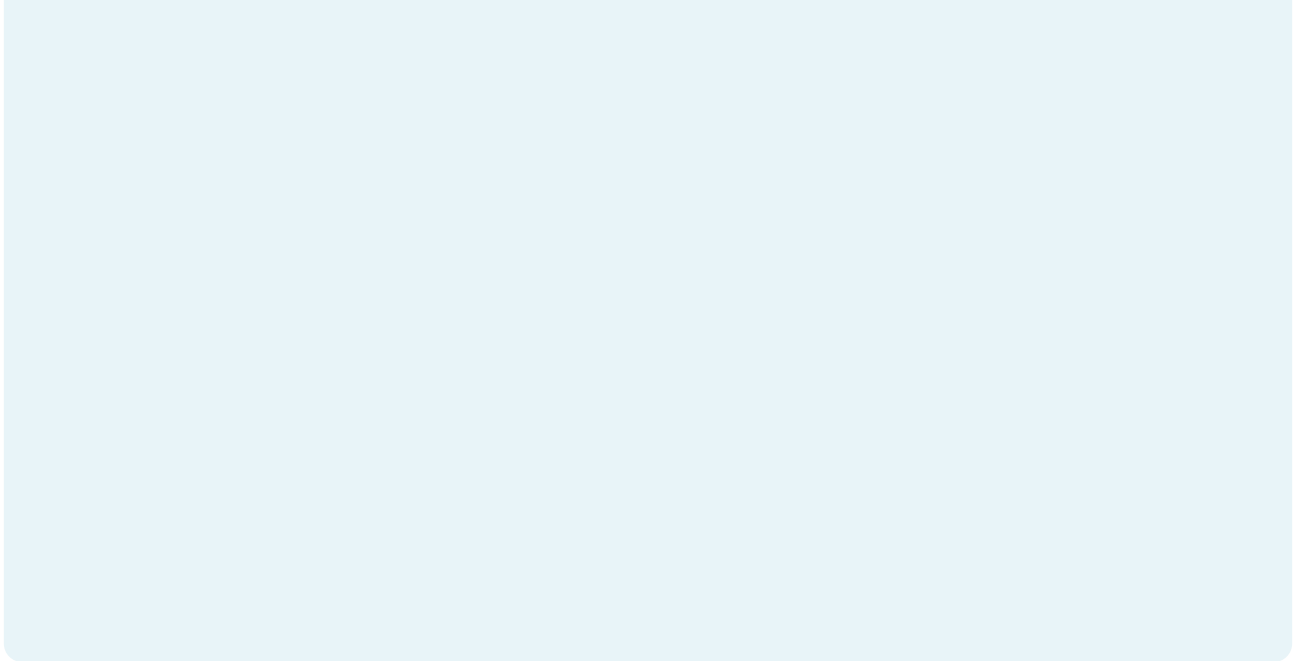


AUTHORITY

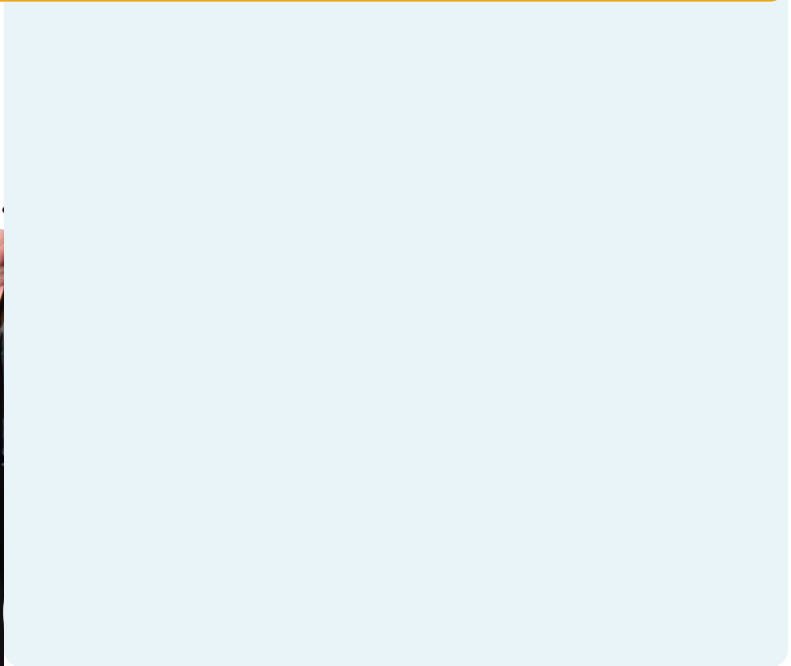




SOCIAL PROOF

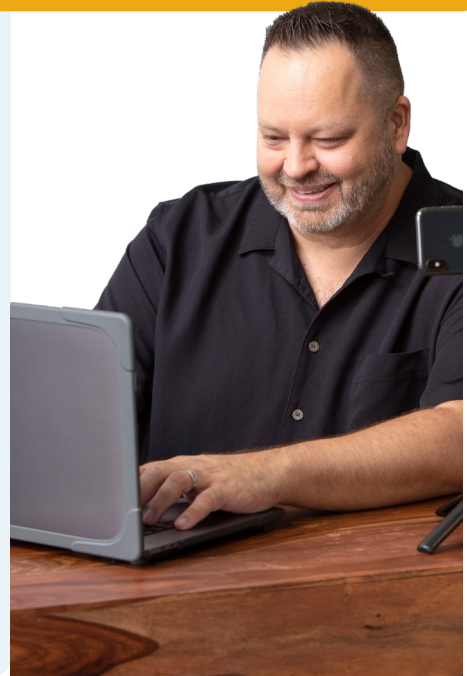
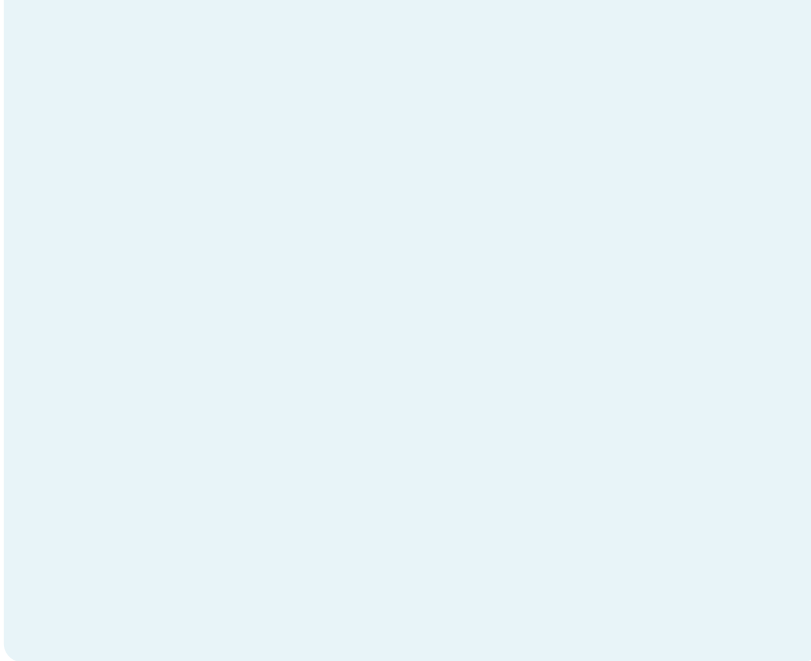


MICRO COMMITMENTS





SCARCITY & URGENCY



LIKING & CONNECTION

