


Defenses Against Each Influence Principle (Summary List)

<p>1. Reciprocity</p> <ul style="list-style-type: none"> Recognize when a “gift” or favour is meant to create a feeling of obligation. Reframe the situation: a gift given to manipulate is not a true gift. Accept the gift if you want, but reject the obligation. 	<p>2. Commitment & Consistency</p> <ul style="list-style-type: none"> Ask yourself: <i>“Would I make this choice again if I were starting from zero?”</i> Notice when a small initial commitment is being leveraged to force a bigger one. Avoid automatic “consistency” responses - pause and reassess.
<p>3. Social Proof</p> <ul style="list-style-type: none"> Check whether the crowd actually knows something - or is simply reacting. Look for real evidence, not just popularity. Be especially cautious in uncertain or ambiguous situations (where social proof is strongest). 	<p>4. Liking</p> <ul style="list-style-type: none"> Separate the message from the messenger. Ask: <i>“Would I agree to this if I didn’t like this person?”</i> Watch for liking triggers: attractiveness, similarity, compliments, familiarity.
<p>5. Authority</p> <ul style="list-style-type: none"> Verify two key things: <ol style="list-style-type: none"> Is the authority real? (Credentials, expertise.) Is the authority trustworthy? (Are they honest, unbiased?) Notice symbols of authority (title, clothing, status markers) and don’t let them override thinking. 	<p>6. Scarcity</p> <ul style="list-style-type: none"> Ask: <i>“Would I want this if it weren’t scarce?”</i> Recognise when urgency or limited availability is artificially manufactured. (The Power of Saying NO – Quotes and Ways to Say No) Focus on value, not fear of missing out.
<p>7. Unity (added in later editions)</p> <ul style="list-style-type: none"> Notice when someone is trying to manufacture a sense of “we’re the same group.” Ask whether the shared identity is genuine or just a persuasion tactic. Don’t let tribal closeness override critical thinking.  <p>Join me or support my work</p> <p>🎧 Podcasts: My Stories Self Growth</p> <p>📧 Monthly email summary</p> <p>📺 YouTube TikTok Instagram</p> <p>👍 Facebook X Blog</p> <p>🛍️ My Merch</p>	<p>8. Instant Influence</p> <ul style="list-style-type: none"> Audit Your Environment: Recognize that we often use single pieces of information (like a price tag or a celebrity endorsement) to make quick decisions. Be aware when you are “low on bandwidth” (tired, rushed or distracted). Identify Manipulated Shortcuts: Distinguish between naturally occurring shortcuts and those artificially manufactured by “compliance professionals.” Aggressive Counter-Attack: We should not just ignore, but actively boycott or retaliate against those who purposefully fake or “poison” our mental shortcuts (e.g., staged “man on the street” testimonials). Demand High-Quality Data: When the stakes are high, force yourself to slow down and look for a second or third source of information rather than relying on a single, easy-to-grab cue.