

NOTES FROM: *Get Anyone to Do Anything*, by David J. Lieberman

SUMMARY: This is a book that could be viewed as quite manipulative, but *you* don't have to read it that way. In that sense, it's kind of like *The 48 Laws of Power*: misunderstood, and denounced by people who most likely have never even read it.

Get Anyone to Do Anything is pretty much exactly what it sounds like: a collection of psychological principles that will help you get your way in a variety of social situations, as well as detect (with reasonable accuracy) when others are lying to you, etc. It's not the only book on human behavior and negotiation that I would read, but for its sheer volume of helpful, practical recommendations it gets *my* recommendation.

"The number one rule for getting people to do what you want is to get them to like you."

"Pair pleasant experiences with your presence, and people will come to associate positive feelings with having you around."

"People will behave as you expect them to."

"Add an additional incentive at the end of anything you're trying to get someone else to do."

"Steps to immediate action: Limit options, give a deadline, get a small action started, expect them to do it, make it appear fast and easy, and add an additional incentive."

MK: Using words like "as," "while," and "during" - as in, "while we're doing this, let's also do that" - keeps the request flowing, instead of making it seem like a separate action that they have to agree to all over again.

"Appeal to people's emotions in order to get them to agree with you."

"Logic is used *afterward* in order to justify our actions to ourselves and to others."

"Spell out how your idea will prevent negative consequences or prevent them from losing something."

"People respond better to ideas when they believe that they came up with them or inspired them."

"Remind people that what you're trying to convince them of or get them to do is actually consistent with their previous beliefs or actions."

"Balance your words with statements like 'of course I don't know everything' so that you don't

seem like a know-it-all.”

“Set up internal consistency by getting people to verbally confirm.”

“Getting others to physically say that they are going to do something makes it more likely that they actually will.”

“Ask them what would prevent them from keeping a particular commitment, because if they're insincere, they won't be prepared for this question.”

“If you want to get someone to like you, be around when they're in a good mood and absent when they're not.”

“The more often you interact with someone, the more that person will like you.”

“When we find out that someone likes or respects us, we unconsciously like that person even more.”

“If we do a favor for someone, we are likely to then have positive feelings for that person, and the reverse is also true.”

“The more we like someone, the more attractive we tend to find him or her.”

“Adrenaline, produced through any state of heightened arousal, generates and intensifies passionate feelings.”

“We don't often judge a person by themselves, but rather in contrast with *other* people.”

“*Reciprocal liking* states that people will be more attracted to us if they know that *we* are attracted to *them*.”

“The number one thing to do when you want to make a good first impression is to smile, because it accomplishes so many different things at once.”

“Smiling conveys acceptance of the other person, which makes it very powerful.”

“Smiling is a universal sign that you are comfortable.”

“A positive introduction or first few minutes with someone will make them see the rest of the interaction through that positive lens.”

“After they start to like you, immediately limit your availability.”

“It's important to have the perspective that one person or one goal isn't the only one that will make you happy, and the resulting attitude and behavior will make you more attractive.”

“You don't take for granted what you believe could be taken away from you at any time.”

“Make people think that you might leave at any moment and they will appreciate you more.”

“A person likes you or dislikes you based on how you make them feel about themselves.”

“It's only a confident person who tells another how terrific and wonderful they are.”

“If you don't place a value on yourself, somebody else will.”

“Ask for the moon and settle for the stars.”

“The more detailed a story, the more you should be able to believe that it's true.”

“When checking someone's story, introduce a piece of evidence like an event happening near where they said they were at the time, and see how they handle it, and whether they hesitate before answering.”

Manipulators: Guilt, Intimidation, Appeal to Ego, Fear, Curiosity, Desire to Be Liked, and Love.

“People who aren't bluffing usually don't try to exaggerate their level of confidence.”

“Ask someone a question about a similar situation related to something that you suspect them of doing, and then gauge their reaction. An example being, ‘Do you know how we can stop people from drinking on the job?’”

“People often do what is expected of them.”

“Some people put up a strong resistance to doing or accepting something because deep down, they know that they will likely give in easily.”

“You increase your chances of being helped if your problem is not perceived by someone else as your own doing.”

“If you change someone's self-concept, then you change their behavior.”

“Our self-concept is based on what we remember about ourselves and how easily we can recall specific instances where we acted in a way that's consistent with that self-concept.”

“Ask specifically for what you want, explain how the other person will feel good about helping, and show the relative ease with which the task can be accomplished.”

“People follow those who make them feel good about themselves.”

“Give an overview before going into explaining the details of something you want someone else to understand.”

“Expect that they will understand, and encourage them, and they most likely *will* understand.”

“Don't ask someone to change their mind without introducing additional information.”

“Sitting next to someone inspires more cooperation than standing across from them.”

“If you *need* to win, then you will most likely lose.”

“To get someone to call you back, leave a suspenseful message on their voicemail.”

“Any excuse of yours should be specific, and due to circumstances outside of your control, but for which you tried to prepare.”

“Make a problem seem temporary, isolated, and insignificant, instead of permanent, catastrophic, and all-consuming.”

“The more relaxed and calm you are when delivering bad news, the more relaxed and calm the recipient will be.”

“When you decline to do someone a favor, ask them for a large favor right away so that when they decline, any guilty feelings are dissolved.”

“Most people will dismiss something as false if it doesn't sound at least plausible.”

“A person will treat you the way you train them to treat you.”

“Asking broad or specific questions will likewise get you either broad or specific answers.”

“A person only feels threatened in areas which he feels are the basis of his identity.”

“Don't ask advice from anyone who has any sort of stake in the outcome.”

“Criticize people only after you tell them that you care about them.”

“Once someone shares something with you, they trust you more.”

“When you're asked a question, don't get defensive and don't argue from their premise.”

“Don't be goaded into responding to a vague statement.”

“People need to feel as though they have some measure of control over their own lives.”

