

[Get Clients Now Podcast – Episode #359 with BRIAN AHEARN Author of “INFLUENCE PEOPLE”](#)

KEN NEWHOUSE:

Hey everybody, Ken Newhouse here and I want to welcome you to this episode of the Get Clients Now podcast. Today is episode #359 and on today's show, we're going to talk about a subject that's exceedingly popular right now, and yet at the same time, some people actually feel that using it in business and in life is simply uncool.



And the subject that I'm talking about specifically are principles of persuasion. Principles and methods you can use to become more persuasive in the marketplace as well as you so you can be perceived as an authority in the marketplace. And my guest for today's show is Brian Ahearn . Brian is one of the leading experts in the world on the principles of persuasion.

Brian is one of only individuals in the world. We're trained, certified, and actually represent as an instructor, Dr. Robert Cialdini and the training programs he sponsors titled, or at least one of the titles, influence at work. In addition to those credentials. Brian is also a bestselling author and his most recent book influencing people was just named as one of the top books of all time on the subject of influence and persuasion.

And you're gonna hear more about that later during the interview. Now, before I actually read Brian's bio, I want to give you a quick disclaimer and say that I've been a student of Dr. Cialdini's now for over years studying his work very, very closely, and I'm also a student of Brian's work as well.

And having said that, I want to also say that I don't have a personal relationship with either one of these individuals, but I'm intimately familiar with their work. I've been a huge fan and I've used the principles they teach for well over a decade, and I can tell you that without question, the principles you're going to learn about today without me, my clients and members of my coaching groups become more persuasive, more effective, and certainly much more profitable in business.

All doing that ethically. Now, if you're like me, if you're like my most successful clients and members, you already know who Brian Ahearn is, but if not, let me go ahead and read through his bio. Here's a short version of it. Brian Ahearn is the chief influence officer at influence people LLC. He's only one of individuals in the world who currently holds the child any method certified trainer designation.

This specialization in the psychology of persuasion was earned directly from Dr. Robert Cialdini, the most cited and well known living social psychologist. On the science of ethical influence. Brian's blog has readers and more than countries in his book influence people. Powerful everyday opportunities to persuade that are lasting and ethical was an Amazon bestseller in several categories is LinkedIn learning courses have been viewed by more than a hundred thousand people around the world.

Brian's passion is to help you achieve greater professional success and enjoy more personal happiness. He does this by teaching you how to ethically move others to action using the science of influence. Alrighty. Then we're going to wrap that up, and if you're ready to welcome Brandon on the show, let's roll.



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KEN NEWHOUSE:

Hey everybody ... Ken Newhouse here and I want to welcome you to this edition of the Get Clients Now podcast. And with me today, I've got Mr. Brian Ahearn as my guest. So, Brian on behalf of myself and the members of the Get Clients Nation, I want to welcome you to the show. How you doing today?



BRIAN AHEARN:

I am doing great. Thank you for having me on, Ken.

KEN NEWHOUSE:

I'm excited. This is a real, real opportunity for the listeners, and certainly I feel almost like a kid in a toy store because I love ethical influence and persuasion. I've studied it. I'm certainly being a direct response copywriter and a marketer. I got exposed to Dr. Cialdini's work a long, long time ago, and you've taken that to a whole new level.

Not only are you accredited, and we'll talk about that in just a minute, but you're one of the only, I think, people who are officially accredited through his training program, and you can give me the specifics on that in just a second.

But you've also written just a killer book, and I'll take the time now just to say this, guys, as I've started doing with all of my guests by Brian's book, use what's in it. You will discover that the book is worth multiples, not only of the money that you spend on the book, but time is important. We can always get more clients. We can always make more money. We can never get more time.

So the time you invest in reading this book and studying this as a manual, this is not just a quick read. This is a manual. But the time you invest in this is critically important. It's valuable. You can never get it back. And so when I recommend a book, it's with great respect to your time.

And having said that, this is a book that has to be in your library. So buy the book, use it, deploy it. You'll have a lot better time communicating with people more effectively. And Brian, you just mentioned something to me right before we actually started recording and that is a recognition that was just recently given to you, I think within the past week or two that is just absolutely amazing.

So why don't you share that with us before we actually get started? Cause that's a really big deal.

BRIAN AHEARN:

Yeah. I was really excited, Ken, to find out last week that an organization called book authority rated my book, one of the top influence books of all times. So you know, to be on a list with Dale Carnegie and Robert Cialdini and Dan pink and somebody other people, it was, it was a real honor and I'm thrilled that people are enjoying it as much as they are.

KEN NEWHOUSE:

Having said that, I want to ask you the first question, Brian, if you don't mind that I asked all



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my guests. Take about a minute or two. Give us the backstory of how you got from wherever you were right before you first were exposed to Dr. Cialdini, up to the point where you went through his certification program.

You're only 1 of 20 people in the world who've gone through his training, who's accredited to where you are now doing the work you're doing now into writing such a fabulous book that you've written.

BRIAN AHEARN:

Well, I was exposed to his work when a coworker gave a copy of a video where he had presented at Stanford, she gave it to my boss and I and said, I think you guys will really like this.

I watched the video and for me, the light bulb came on because I was involved in sales training, and so I recognized right away the psychology he's talking about is the underpinning of all selling. I was drawn to the fact that everything he talked about was research-based. I felt like I could get behind that because it was scientifically proven.

And then I appreciated his stance on ethics. I like to consider myself to be a moral person, somebody who likes to do the right thing for people. And so those three things really drew me in.

KEN NEWHOUSE (Narrative):

You'll be interested to know that when Brian was first exposed to Dr. Cialdini and his work on ethical persuasion, he was working in the corporate setting. It's a very, very accomplished executive on the sales side of business. I think it's interesting that when Brian was initially exposed to the world of ethical persuasion, he had no thought or dare I say, interest in leaving a career where he was doing exceptionally well for himself so that he could essentially going in an entirely different direction with his life and his career.

BRIAN AHEARN:

It was the ethics part that got me to where I am today. Because he was very clear about non-manipulative ways to move people to act. But in Stanford's follow up marketing, they talked about influence, persuasion, and manipulation, all in the same package as if they're all the same thing. And I felt compelled to address that.

So I emailed Stanford, basically said, I don't know anybody who wants to be manipulated. I don't know anybody who's looking to become a good manipulator. That one word cannot be helping your sales, but it really could be hurting. I never heard from Stanford, but sometime later my phone rang and it was Robert Cialdini's office and they were calling to thank me and they said that because of my email to Stanford, Stanford was changing the marketing of all their materials, and that began my relationship with Dr. Cialdini.

Eventually, he was in Columbus, Ohio in the summer of address the insurance agents that represented our company. That's when I started going through some of his training and ultimately went through a certification process and the certified in and ever since then had been doing training on his behalf.



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KEN NEWHOUSE:

So you're the guy or one of the guys or gals, I guess there's probably both guys and gals and the training program.

BRIAN AHEARN:

Yes, that's correct.

KEN NEWHOUSE:

So when they give me these emails about influence at work and things like that, you're one of the trainers, the quote unquote official trainers that goes around on his behalf.

BRIAN AHEARN:

Yes. There are 20 of us around the world certified to teach what they call the principles of persuasion that really goes in depth in his book, influence science and practice.

And then there's only a handful of us who are certified to teach, uh, his book, Pre-Suasion. We call that workshop “Moment Maker”, but there's only a five or six of us that are certified to actually do that. So I'm one of the ones who's got both of those certifications.

KEN NEWHOUSE:

Brian, I did not know that you were accredited in both of those two formats and Pre-Suasion.

BRIAN AHEARN:

Yeah.

KEN NEWHOUSE:

The other book (“Influence”) ... I've read it many times now, what is it, the fifth edition that's out with influence?

BRIAN AHEARN:

Yes, and he's working on an updated edition.

KEN NEWHOUSE:

I think your book covers some areas that Dr. Cialdini doesn't in his books. Not to take anything away from him obviously, but you yourself have done just a tremendous amount of work and service and provided immense value to those of us who want to learn the best methods for ethically persuading our clients, customers, and patients, the marketplace in general.

Those are some of the questions that I'm going to have here in just a minute, but what's one of the things, Brian, if you don't mind, if I ask, what's something about you that the marketplace doesn't know that you want them to know.

BRIAN AHEARN:

I don't know that anybody ever really can understand your passion as much as you do, but I would say my, my goal in everything that I'm doing is to help people enjoy more



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professional success and personal happiness. And that really ties back to my personal mission statement that I wrote decades ago.

And that's what really drives me. I mean, it makes my day when somebody sends me an email and says, Hey, you know, I bought your book and I've tried some things. I made a sale, or I got my kid to empty the dishwasher, whatever that is. To know that people took what I created and are using it in a way that's helping them at the office and at home.

And again, I talk about that some, but I don't think ever people really ever fully understand the depth of that. When it's your passion.

KEN NEWHOUSE:

That's nice. A lot of people make the assumption, I would think that, Hey, this guy's super famous. He's super accomplished. You know, he's really helped me, but I'm not going to bother to send an email because it really wouldn't matter to him when in fact, it really does matter to get emails from people like that.

People you may never meet, but to know that the work you've dedicated yourself to is making a significant impact in the lives of the people that you're trying to help. I think that has to be very rewarding.

BRIAN AHEARN:

Well, I wouldn't say this to that. When somebody emails me or they send me a message on LinkedIn, I will always reply.

KEN NEWHOUSE (Narrative):

When listening to a podcast, it can be difficult to determine how authentic, how genuine the person talking is being with you. But having had the opportunity to speak with Brian on multiple occasions, I got the distinct feeling that he's a standup guy, that he's genuinely and passionately concerned with the wellbeing of others ... and that he's dedicated to helping people become more successful using the principles of persuasion that he teaches.

BRIAN AHEARN:

I think social media should be social. If someone's taking the time to send me something to say, Hey, thank you. I owe them a reply, but I enjoy doing that, so it's not really out of obligation. It's because I enjoy engaging with people.

KEN NEWHOUSE:

That's nice. Let me ask you this. I'm going to ask the proverbial Covid-19 question, and it's the only one that I have, and I don't want to sit here and tell everybody everything's going to be fine and work out wonderfully for them because I don't know that.

But for you personally, what's the one big challenge or the biggest challenge from a business perspective that you've had to deal with and the covert crisis?



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BRIAN AHEARN:

The biggest challenge would be that I relish being in front of an audience. I have worked on that skill set of mine for a long, long time, and I think that I'm very good at it and I enjoy it.

And a big part of when I stepped out to do this full time was an opportunity to not just share this skillset with people, but also to travel the country and travel the world. My wife and I enjoy doing that. And so that was a big part of what I was hoping to do. And. Right now that's all on hold. So that part is mentally is a little bit of a challenge and I'm refocusing and I'm doing a lot of zoom training.

I'm sure I'll end up doing some zoom keynotes and things like that, but it did pull away something that I really saw as integral to the excitement of what I'm doing. So having to, having to deal with, that's a little bit of a challenge. Yeah. Everybody's got a challenge in one way, shape, or form.

KEN NEWHOUSE:

Thankfully, it hasn't decimated my business. And it sounds like it hasn't really hurt you all that much as well, but I know it has a lot of people and it's just unfortunate that it's happening. But you know, my thoughts and prayers are with all those people. I'm gonna read a quote from your book, and I actually have to look off to the right here for just a second.

You said in your book, and I just want you to respond on this, you said: ***“Influence isn't about leading followers. Influences about people”*** ... and then you gave like a little acronym. It says: ***“Those powerful everyday opportunities to persuade that are lasting and ethical.”*** Can you talk about that for a few minutes?

BRIAN AHEARN:

Sure. I can't remember exactly when it was that I came up with that acronym. But I really understood very early on, influence is all about people. It's about moving people to new actions, new behaviors. If you're in sales, you want them to say yes and buy your product. If you're a leader, you want them to say yes and follow through on the initiatives.

Business coaches want people to change their behavior, but the thread through all of this is people and behavior, and at some point, I creatively came up with that acronym that people stood for. Powerful. Everyday opportunities to persuade that were lasting and ethical. And then I expand on that some in the book.

But that's, that is like foundational for what I do. And I mentioned it almost every time I'm in front of a group because it really sets the tone.

KEN NEWHOUSE:

So something else that you said that really kind of stuck with me kind of early on in the book, because you talk about Einstein's unified theory and how that relates to the principles of persuasion.



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They're not exactly the same. So can you expand on that just a bit? Cause I really wanted people to understand that.

BRIAN AHEARN:

Well, I think Einstein's fascinating, and I'd read his biography years ago, and like many people have seen lots of things on TV and, and he really believed that there was, he was trying to come up with a unified theory that would explain everything in all of creation and the thought being also that if you really understood that you could predict everything that would ultimately happen.

And, and I've said that influence, there really isn't a unified theory in the same way that Einstein was looking for it. There's nothing that allows us to % of the time with % of the people predict their behavior. I don't care if you're Dan Ariely or Robert Cialdini or Daniel Kahneman, you cannot predict how an individual is ultimately going to react.

But what we can do based on what we've learned. We can step back and with confidence, say we know if we employ certain communication that if we use certain psychology, we can move significantly more people to say yes to do the things that need to be done. So we can't on that individual, but we can on that group.

And I really think that that's what I was trying to convey there, that nobody has some model that will predict behavior all the time, but we can with confidence, know that if we use certain psychology ethically at the right times, move a lot more people to take the actions that we would like them to.

KEN NEWHOUSE:

That's what I wanted you to get to because of the fact there are so many people. You know, the, the internet is a, is a hotbed of just propaganda and nonsense as it relates to this particular topic of persuasion, things like that. And people have their guaranteed methods that are guaranteed to make everybody purchase or buy or, you know, have mind control over people.

Those are things that are really almost offensive because it's just a really, at its core, it's taking advantage of people. And just because you can sell something to someone doesn't mean that you should. That's my opinion. Somebody may differ. I think a lot of people differ with that. I know some of the people that I've paid a lot of money over the years as my coaches.

Very high level people that are very well known within the direct marketing community would openly disagree with that, but that's where, you know, I guess it's because I'm a Christian. That's where we part ways in those particular decisions.

KEN NEWHOUSE (Narrative):

There's nothing worse than listening to an authority or celebrity that you want to learn from only to realize that the interview is a total rehash of all the other interviews they've done before.



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And so as I've studied great interviewers over the years, people like Larry King as an example, I've discovered that there are ways to draw fresh perspectives out of my guests. And I do that by asking questions from unexpected angles. Not that I want to trick them or put them in an uncomfortable position, but I do this to get them to answer my questions viscerally so that their response comes from deep within them. So that a more authentic and less rehearsed answer comes out. I'm not sure where I learned the questioning technique I'm about to use with Brian, but as you're about to hear, he nailed it.

KEN NEWHOUSE:

What I want to do now in this particular section, I want to go through some rapid fire bullet points, and I've put a slightly different spin on these particular bullet points, these topics, because you've discussed them ad infinitum, not only in your book, but in your other interviews and things like that.

And I don't want to just rehash the same old stuff that people can hear elsewhere. So. What I want to do is I'm going to ask these different attributes that you've covered in the book, but I want you to describe each one of these attributes and give an example of the right way to use them and the wrong way that you've seen people have tried to use these, and I'm going to limit you to seconds to a minute for each one of these.

The first one is RECIPROCITY. Go.

BRIAN AHEARN:

Reciprocity, the obligation we naturally feel to give back when somebody does something for us. The right way to do it is to give because you believe that we're all better off when we do things that genuinely benefit others.

The wrong way to do it is to have a give to get mentality. I'm only going to help you so I can pull this lever and get you to do what I want.

KEN NEWHOUSE:

Number two, **LIKING.**

BRIAN AHEARN:

Liking: Everybody's gonna understand this. It's easier for us to say yes to people that we know in like the wrong way to do it is to really try to get people to like you. The right way to do it is to really try to come to like other people.

So I don't spend my time trying to get you to like me. I spend my time trying to come to like you and the same things that will make you like me will make me like you. But that mindset makes a huge difference.

KEN NEWHOUSE:

Yeah. That's counterintuitive. People don't really stop to think about that, but it really does work that way and it's fascinating.

Okay ... AUTHORITY.



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BRIAN AHEARN:

Authority says that we feel a lot more comfortable when somebody who is an expert, really smart when they tell us what to do. The mistakes sometimes people make is waiting till the end. You know, you've heard this saved the best for last, waiting till the end to let somebody know about their authority.

But the problem is they haven't been listening to you the whole time because they didn't know you were an authority. So the right way to go about doing that is to let people know early on what your expertise is and if you can get somebody to introduce you, that's always more powerful because it doesn't sound like you're bragging.

KEN NEWHOUSE:

Yes, and even to take it a step further, if people perceive you to be a celebrity authority, I think you're, you have even more influence with them. I think people give undue influence to authorities, even if they're not really, are not authorities to celebrities, even if they're really not an authority on a particular subject, but that were understood that, yeah, it's just part of human behavior.

Okay ... **CONSENSUS.**

BRIAN AHEARN:

Consensus, sometimes known as social proof says that we feel more comfortable when we know what other people are doing and follow their lead. The wrong way to do it is highlighting how lots of people are doing something that you don't want people to do. So you don't want to talk about how so many people don't vote, or too many kids are cheating because that only encourages other people to not vote or to maybe cheat.

You want to focus on what people are doing that's right. And highlight the people that are most like the group you're trying to persuade, and that makes it easier for them to say, if people like me are doing this and succeeding, then I can probably do it in succeed too.

KEN NEWHOUSE:

Another thing that is totally counterintuitive, but that's the way it works. It's pretty cool.

Okay ... **CONSISTENCY.**

BRIAN AHEARN:

Consistency, sometimes known as commitment and consistency describes the reality that almost all human beings feel this internal psychological pressure and an external social pressure to be consistent in what they say and what they do. I mean, most of us feel a lot better about ourselves when our words and deeds line up.

The mistake people make is they think that when they tell somebody what to do, that they're engaging this principle and they're not. It's when you ask and somebody says yes back to you, that it triggers within them that desire to be consistent in their words and deeds. So I always tell people, stop telling, start asking, you'll engage this principle.



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It will make it easier for people to do what you'd like.

KEN NEWHOUSE:

Okay, two more. And then we move on to like regular questions again; **SCARCITY**.

BRIAN AHEARN:

Scarcity. That fear of missing out drives a tremendous amount of human behavior. When we think something's rare or going away, we just want that thing a whole lot more. The mistake that people make is they feel like, well, I'm going to be perceived as a fearmonger, a Debbie downer or something like that.

If I talk about the downside of not acting, but the reality is you can talk about that in a way that's not fear-mongering or, or a downer, but it's honestly conveying, Hey. Here's what happens if you don't make this choice, and science is very clear, many, many more people will take action when they think they will lose something as opposed to gain.

KEN NEWHOUSE:

Yeah. Unfortunately, that's one of those aspects to influence. I think that people grossly misuse or attempt them as use online. As an example, they're selling digital courses not coaching. Because I could see in a coaching program where they have to limit, like I have to limit the number of people so that I give one on one time to these people who are in my coaching groups.

But if you're selling a digital product to say, you know, there's only 50 available, then we're going to be sold out. That's fake scarcity, and I think that really damages the whole idea that we're trying to get across, that you can use this ethically without, without again manipulating people.

Last one is **UNITY**.

BRIAN AHEARN:

So unity was mentioned in book, Pre-Suasion. It's kind of a newer principle, and unity describes the reality that it's easier for us to say yes to people who we view as of us. In other words, no matter how much I like you can, I would probably always be more willing to say yes to a relative, because over the course of human history, I mean, that's my genetic pool, right?

And so I feel something much deeper with that person. Now, it's not limited just to family relations. My father served in the Marines. I always had a sense from the time I was a boy, that when my dad meets another Marine, it almost seems as if he's closer to that person than me, his own flesh and blood, because they've gone through an experience that very few other people have.

So the mistake people make is thinking, Oh, this is just the principle of liking on steroids. It's not. It's about sharing something so deep and in common that it makes it far easier for you to say yes. And if you can uncover that, it is significantly more powerful than that principle of liking, because it's almost as if that other person is saying yes to themselves.



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KEN NEWHOUSE:

Okay, that's good. Brian, as it relates to being influential and using these strategies to be influential and to be seen as an authority to have more influence within the community, the marketplace. What's the biggest failure that you've experienced in your business or personally in an attempt to deploy or utilize these strategies?

And as an example, maybe you try to use social proof and you got it all wrong or mixed up or whatever, but what is there anything that comes to mind where you actually ... (When you were first learning this stuff) ... I'm sure now you don't make mistakes like that, but before you did, is there anything that comes to mind where you've just dropped the ball?

BRIAN AHEARN:

I think, I think like a lot of people, as you step into something and you begin to learn that and you think right away that you've got a handle on it, you know it's like driving a car. You think you understand a car until somebody pops the hood and you look at the end then and go, wow, this is pretty complicated.

And so it's very easy, I think for people to hear a simple definition like. Principle of liking and think that, Oh, I know how to do that. And the reality is that they don't because they're always so focused on themselves rather than that other person. And so I think, you know, that may be kind of a nuance, but certainly as I've laid hold of that so much more over the years and become more focused on that other person and really with the thought of, I want to like the people that I work with as clients that I worked with when I was in a corporate setting, I really wanted to like them and focused on that.

That was a big aha because once you do that, if I really come to like you can it all but takes manipulation out of the equation because I would never manipulate my friends and I'm sure you and your listeners would never manipulate their friends. Absolutely. And so focusing on how can I come to like you and what, what happens there is you start to sense, wow, Brian really likes me and he cares for me.

And that becomes a game changer. How many of us in an attempt to get that client to hire us or to make that sale or to get that big contract or get that dream job have gone out of our way, trying to get people to quote unquote like us. And while Brian has really over-delivered today during this interview, this particular principle of persuasion can transform your career in ways that you never imagined possible.

Yeah, I think it does. Okay. So let me ask you this, cause this is, we talked about this in our pre-call. He talks about it in the book and it's just so cool. And until you broke it down, until it was broken down for us, most people, including myself, wouldn't really get why this would work. But you talk about yellow sticky notes.

So I want you to talk about why utilizing a yellow sticky note, as an example. I don't know if this can be deployed in email, but if you're using like a real letter snail mail or a postcard or a thank you note or something else, talk to us about the yellow sticky note. The principal



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Wyatt can actually increase the response rate to a request that you're making to the other, to the person receiving your letter, your correspondence, whatever it might be.

Using something simple like a yellow sticky note at the subconscious level indicates to somebody that you've done a little bit more. And there were two independent studies that clearly showed this that when a request went out for people to take a survey, when it just worked out with a cover letter, the response rate went up rather significantly.

When the person on the cover letter put a little handwritten note, I mean that indicated this person did a little bit more. But when they use the yellow sticky note, the response rate actually doubled because it clearly stood out that, you know, here's this yellow sticky note and this person has written this handwritten note on it, and it just engages people in a way where they recognize that you've done something more.

And the story that I share in the book was taking that thought process and utilizing it at the company where I used to work. We recovered \$, in overpayment to a number of insurance agents within weeks, and it floored the accounting manager who expected it to be like pulling teeth to get that money back.

But we use the yellow sticky note on every one of those letters to say, we've overpaid you. Would you please send us the money back? So how big was your bonus that you got or how big was the promotion you got for recovering almost three quarters of a million dollars that quickly? I did gain a lot of credibility and notoriety.

I can't say that I got a specific bonus out of something like that, but let me be honest about this to Ken, I never, I never once thought like, wow, I hope the company recover. I should be getting something. I was thrilled. At what happened because that's a story now I've been using for almost years, and it's because it's true and it was business and people get it.

That's where they start going. Maybe. Maybe this could work well for me. Yeah, that's a great story. It's one of those stories that it just stops you in your tracks and hopefully the, you will listen to that and utilize these things. They're not just, we're not just discussing them. I try to cherry pick.

Obviously there is absolutely no way. We could cover even just the major topics in the book. There's just too much information in the book. But having said that, I tried to pull out some stuff that I think would really help you and give you an immediate effect of tool that you could deploy. Like now, right now, like as soon as this call's over, as soon as the show is done, you've listened to it.

You can deploy this stuff and it works instantly. Is it going to work every time? No, but it's going to work a lot more times and it's gonna help you be much more effective if you don't use it. So I kind of mentioned in the setup of that question, Brian, I said, this is more for snail mail because there's no way to send really, you lose the effect if you were to try to do something like this in an email.



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But having said that. Are there any strategies that you could recommend for us to make our email number one, to increase or improve our email open rates? And number two, maybe increase the response rate to the requests that we're making within the body or the context of our emails. Sure. The same thought process would apply with a regular email.

The more that somebody knows you've put in effort, the more likely they are to respond in a way that you would like them to. And that's probably just, you know, getting back to you and when, when you send out an email that is clearly just a form email. People are not going to feel that sense of obligation.

They know this came from some server and it just dropped my name in or worse yet, dear valued customer indicates that there was nothing really behind that. But when you take a moment to personalize it by putting in somebody's name and you ask a specific question, most people feel somewhat compelled to answer questions.

I've found those little things like that make a big difference. And if I can personalize it in any way by asking something about themselves, they clearly knows, Brian knows me, that tends to get an even higher response rate. So really what I'm saying here is the more that you personalize that, the more effort somebody sees that you actually typed out this email and send it, the more likely they are to respond to it.

But I would encourage all of your listeners try that question. Because I've always found this to be really successful. If I've done something for somebody and I put a question right at the end, last by itself from that last paragraph, is this what you needed? Is this what you were looking for? Is this what you were hoping for?

Something to get them to come back and confirm to me that I've given them what they needed. Usually people don't just say yes, thank you. They, if you do your job well, they'll come back with a lot of praise, which is now working on them psychologically to help them see you as that person. They want to continue to interact with.

Guys, I hope you're paying attention because what he just gave you is like a total value bomb. That is amazing information right there. There's so much value in that. I can't even tell you. So let me ask you this, Brian. As far as the stuff you've learned from Dr. Cialdini, the ethical persuasion, all the different models, all the different frameworks, all the different strategies, I guess, of communication, methods of communication.

What has really surprised you the most about learning these things as it relates to. Being able to more effectively communicate and be able to more effectively persuade the people that you want to persuade. Probably one of the most interesting things that I've learned over that time is how much this works on your psychology that you don't even know.

I realize it. You know, I've always had people say things like, you know, that stuff doesn't work on me. I see that coming a mile away. Whatever it is, is that they say as if they are immune. To these things, these things being this psychology. And the more that I've learned about how our minds work, it's somewhere in the to % range.



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You'll see different numbers in from different, uh, authorities. But anywhere from to % of our decision making is driven by our subconscious, which means much of this is bypassing our forward critical thinking, but it's still having an impact. And so for somebody to think, well, that stuff's not going to really work, and that's no big deal.

It is a big deal. It does have that kind of impact. That's why you start seeing significantly more people moving in the direction that you'd like them to, as you ethically, incorrectly, you know, bring these principles into your communication would be it verbal or written. You know, one of the things that I try to tell people often is that all of us innately have this thing built into our DNA called a sales prevention firewall.

So that even if. You're totally legitimate, which I suspect that you are. Even if you've got something and it just could totally transform your client or your prospects life because of being bombarded online with all of this nonsense that people hear and stuff on TV and everything else, and the fact that we live in a society where unfortunately people will lie through their teeth to get your money.

Hmm. What he's telling you is absolutely correct because of the fact that much of our decision making processes are subconscious. This stuff works. And Brian, I told you one of my guests actually kind of chastise me because I said this was ethical persuasion and he didn't like that. Well, yeah, I mean, don't use this just because you can use it, use it for the right reasons.

And I think that needs to be said. And I think you would agree with that. You talked, you talked also Brian in the, in the book, and I apologize if I'm going a little fast, but I know you're on a, on a schedule and I want to make sure I try to get some of these questions in cause I think they'll really help the people listening.

You talked about the importance of number one. And I got these out of order saying thank you to people. But you also talked about the proper ways to respond to people who say thank you. So based on that, you can kind of flip flop that if you want. But there are right ways to respond to thank you's and I want to know why.

And then I want to know why it's important that we actually say thank you because so many people today, especially not trying to bash on millennials, but. Just like he all me, dude. I mean, come on. I don't need to say thank you. I'm me. Look at me. I deserve this. I mean, that's kind of the mentality that we have to deal with sometimes, but why are those to answer those or address those two points for me on the thank you question.

Well, when it comes to giving thanks. I always think about a story where I had gone out of my way to do something and I did not have to do this, and I stopped a whole team of people and we kind of did a stop the presses. We did what we needed to do. We stayed a little bit late. We got this person all the information they were going to need the next day, and they never came back and said, boom, no thank you.

Nothing. And I remember very clearly thinking, I don't work for thanks. I was paid well to do what I did, but I knew in my heart. That if that person wanted me to go above and beyond



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the next time, I probably wasn't going to. And even if I did, I knew that I wouldn't have the same energy and enthusiasm as I would for that person who genuinely appreciated what happened.

Do we need to put ourselves in the position of that other person? What happens when we don't say thank you? What's happening? You know, you may not hear something back from them, but it's probably working on their psyche. It can never hurt to really give praise and thanks when, when it's actually due, but it can sure hurt if you don't do that.

Maybe it's because I grew up in the Midwest. Maybe it's because my parents raised me in a Christian home. Maybe it's because I'm years old now. I'm not sure. But fewer people genuinely express gratitude for the things that people give or do for them. And if you'll follow Brian suggestions as they relate to expressing gratitude and how to respond when someone actually shows you gratitude, you'll immediately stand out in the crowd, set yourself apart and benefit.

Yeah. That's just one of those things were, it was just the way I was brought up. But you know, I feel it. If somebody doesn't say thank you, that's like when my kids are growing up, that was not allowed. You will say thank you whether you want to or not. That's just the right thing to do when somebody does something for you cause they don't have to.

I want to go when it goes the other way though, when somebody thanks you, you need to be ready to respond to that and it's not acceptable to ignore it. As you know, the person. Thanks you. You don't say anything. They're like, gosh, they don't appreciate that I appreciated them. You, you don't want to dismiss it by saying like, Oh, can, I would have done it for anybody.

That makes you feel real special. People do that all the time where they are very dismissive about it. But there's a lot of things that we can say that would engage somebody and make them feel good about that. So, you know, if it's nothing more than, you know, it was my pleasure to help you. I'm happy that you are happy with the service or the product, but I think we should go above and beyond.

And you know, you have opportunities to say, you know what? That's what partners do for each other. If you're in some kind of business relationship, I was happy to help. I, I like to joke a lot. Sometimes I'll say it would have killed an ordinary person, but you were worth it. And you're laughing and they laugh and when they're laughing, the endorphins are flowing.

Everybody's feeling good. And we are building relationship by doing that. So giving thanks and responding to things are really, really important. And yet people too often dismiss it. Brian, I just want you to know that psychology stuff doesn't work on me. I was laughing at something else. Not fun. Let me ask you this.

What about the, I won't just say the field of persuasion, but learning these strategies, these techniques, these principles. What about all this process of becoming more influential, becoming seen as a, well, you are an authority. What about this process of influence that you learned from Dr. Cialdini and then your own research has really surprised you the most?



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What has surprised me the most? I'll throw this caveat in there or different from what you expected or imagine. How's that. I think, well, you used the word technique, and I try to steer clear of that and we talk about principles and because I like to think about living out of principles that you deeply believe, and nobody wants to be technique.

Uh, nobody wants to know that you, you learned how to do some technique to get them to do what you want. But I think if you. Realize that you can live a principle based life and these are principles that people typically think and behave by. It's just almost in our genetics. But what I would say are probably a little bit surprised is as I've internalized it.

How it's become just a natural part of who I am, where somebody might sometimes say, Oh, I see what you did, ha ha. And I'm like, no, tell me. And they'll, because we've had interaction, they might say, well, you engaged the principle of reciprocity here, or liking, and I might not have even forward thinking been doing that, but that shows it's such a natural part of who I am, that it just, that it just comes out.

And I think that when people see that, that's where they, you're, you're really being authentic. And so the more that you can internalize this, not using it as a lever to just get what you want, but to really deeply internalized it, the more authentic you become. And then it just becomes that much easier to make things happen.

But those things are not just good for me. They're good for the other person too. So in the end, we're both better off. And that's really good. And that's one of the reasons I said this is a book. Referring to your book. This is not a book to read through to learn a few tactics, and yes, I did use the word, but to internalize this stuff, to ingrain it, it's like riding a bicycle.

You don't have to think about riding the bicycle. It's just part of, it becomes part of your neurology. And so Brian, you bring out an exceptionally good point here, and that is that. All the more reason to study Brian's book and not just read through it. Because if you can internalize these things, make it part of your neurology, make it part of you.

It just natural, it's a natural course of life for you to engage and deploy these principles because they're part of who you are and you become a much more effective and persuasive individual, uh, by doing that. So let me ask you this, Brian, and want to, in the book you talked about, and gas prices obviously are at record lows.

So we have to play around with this just a bit. But in the book you talked about, or you asked that you pose the question, which is better a \$ gas card or a \$ visa card. But at the time, gas prices were exorbitant. They were extremely high. But we can't say that now, but still take that principle and explain cause there's a bigger overarching principle here and that's what I really want to get to.

But use this story and, or however you want to tell that from the book. But the principle is what I'm looking for. Well, working in the sales marketing department at the insurance company, we were always trying to motivate agents and especially the customer service reps to do things. And so it was not uncommon to have contests where, you know, if they wrote a certain number of policies, they could get a gas card.



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And what you clearly find out right away is when it's tied to something that's top of mind. And back then gas prices fluctuating between three and \$ a gallon. That was a big deal to think you're saving money on gas. The question that I pose to people in the book is, which is more valuable, the \$ gas card or the \$ gift card, and most people just kind of instinctively at that time defaulted to the gas card.

Well then you'd say, well, wait a minute, but \$ is \$ right. And were, yeah, and you could spend your visa card on the gas if you wanted. Yeah. But you could also spend it on anything else. So in a sense, isn't it really more valuable? Because it has, you have more options with it, and that's where they start looking and going.

Oh yeah, that makes sense. Now, even though I understand that if I were running a promotional contest, I would tie the monetary value to something of significance to people because. People tended to work so much harder for those. They work harder to win the crews that they could go on, rather than the \$, in cash that they could have gotten.

People will always say they're that. They just want cash because they can do more with it, but they don't tend to work as hard for that. So I really wanted to just raise that awareness that really one is technically more valuable because of its portability. But if you're running a contest, you need to really think about what is going to grab that person's attention and going to have real, real value, tangible value to them.

You know, like right now you could offer a contest where you're giving a \$ gift card that you could use to buy paper towels or toilet paper, because in some places it's still a challenge to get those things versus a \$ visa card. I don't know. That's just something that popped into mind. All right. So I really have a lot more questions, but our time is running out.

So I have one more question and then we're going to ask you how we can get in touch with you and buy your book and so on and so forth. But what's the one question, Brian today that I didn't ask that I should've, that you really wanted me to ask? People usually ask me the question, which of these principles is most powerful?

That's a very regular question and I get it. People want to know where they can, they get the most bang for the buck. When people ask that, my response is always, it depends. It depends on the person you're interacting with, what you're trying to accomplish. You know, if you're looking to build a relationship, there's certain principles that are more effective there.

If somebody likes you but they're not really sure what to do, there's a couple of principles that are more effective there. And if, if they like you and they know what to do, but they're just not doing it, they're dragging their feet. Well, there's a few principles that we can talk about that are most effective there.

So, so that's why I say it. It depends, but that's the question I probably get more than any other, which is most powerful. Okay. And so let me ask you this. What's the best way for us to buy your book influencing people? Do you want us to go straight to Amazon? Do you want us to go to your website? And then what's the URL of your website?



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And then what other links do you have? The sheriff for us. Either. Either place is fine. I mean, if they go to my website and they click on it, it's going to pop them over to Amazon so they can get to it either way, but it's available. There's plenty of links to it from my website, which is influence people.biz and then on Amazon, it's available in paperback, ebook and audio.

Anything else that you want to talk about, recommend or address right now that you want people to grab? Any kind of resource or anything like that? Well, if they go to my website, I've got a tremendous number of free resources. I've been blogging for more than a decade, every single week. So there's just a tremendous amount people like to read.

I've been on a guest guest on a, I don't know, podcasts, and I always list those podcasts so they could go back and look at any that are most appealing for them. I do work with LinkedIn. So there's previews of the LinkedIn learning courses. So if any of your listeners utilize LinkedIn learning, I've got courses on persuasive selling, persuasive coaching, persuading, different personality styles, building coaching culture.

There's a lot of additional information out there. Can you send me links to that, to the LinkedIn learning cause I know that'll be a, that'll go over well in addition to your book, so you can send me the hard links for that. Okay. Well, right. I'm go ahead and wrap it up. I know you've got a coaching call coming up and I want to just say again, thank you so much.

I do appreciate the fact that you've invested your time to be with us today. Again, I respect your time. That's the one thing we can never get more of. So on behalf of myself and the members of the get clients foundation, I want to just, again, extend my gratitude for you investing the time to be with us today.

It's been really awesome, and hopefully somewhere down the road I can get you to come back. That would be my pleasure. Awesome.

Well, that's going to wrap up the interview with Brian Ahern, and if you're like me, I know that you got a ton of value out of the information that he shared with us today. In closing, I want to encourage you to invest in his book influencing people. You can find that on Amazon or any major booksellers website, and I also want to remind you that during the Cove at crisis.

You can download the first edition of my book, how to make your small business profitable. Again, a hundred percent free, no email required when you visit the webpage for this episode on Ken newhouse.com you'll find a link on the page, a big obvious link with the cover of my book where you can download the book instantly.

This is not a free with paid shipping offer or anything like that. It's a hundred percent free. Now, if you're wondering why I'm giving away a book that sells for on Amazon, I'll just say this. The Lord has blessed me exceedingly in my life and in my business, and as a result, I feel that extending my help in the heart of this crisis is the right thing to do.



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