

MERLIN WORKS

PERSUASION CHEAT SHEET

The Rules:

- 1. Have fun** - What's valuable about fun? Everything! Fun makes things better, keeps us alert and makes the time worthwhile. Most importantly, fun helps us learn!
- 2. Dare to Fail** - Failure means risk... and we celebrate risk. Without risk taking, some of the most important inventions and discoveries would never have been realized!
- 3. Be a Good Sport** - If we're taking risks and learning, then we want to be a good sport, not just to each other, but to ourselves. Take a bow!

Why be a map? Be a GPS!

Meet people where they already are (mentally, emotionally, physically) and bring them with you!

Blending

Physically: match their body language
Emotionally: mirror their feelings
Verbally: listen and repeat their words
Vocally: adjust your volume and tone
Energetically: increase or decrease to match

Listen to go Deep

Step 1: Give physical and verbal attention
Step 2: Backtrack keywords
Step 3: Ask open ended questions
(Who, What, When, Where)
Unsure? Say: "Tell me more"
Confused? Say: "What does *that* have to do with *this*?"



Listen for what THEY care about

Listen without interrupting
See if you can identify the positive values behind the negative outpour
Reflect what you've learned:

"Based on what I've heard you say, here's what I think you care about..."

YES! And....

Make your response connected to what they just said or did.
Make the other person look good, look smart and look valuable.
Literally start with "Yes! And..." and then fill in the rest of the sentence.
Make statements instead of asking questions to fully explore an idea.

