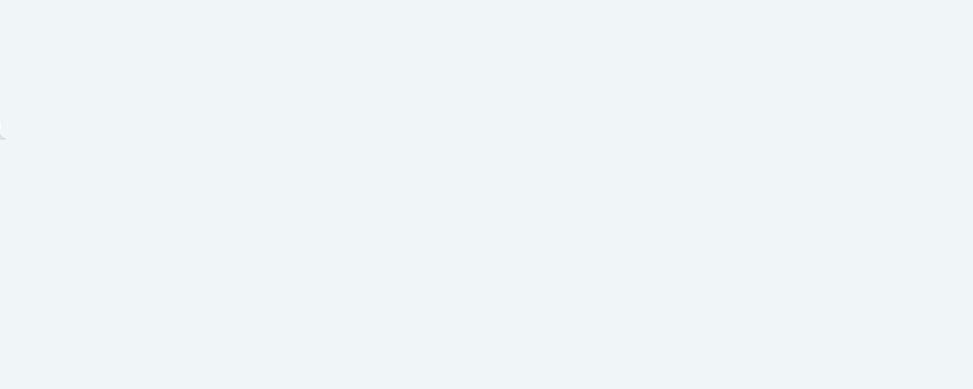
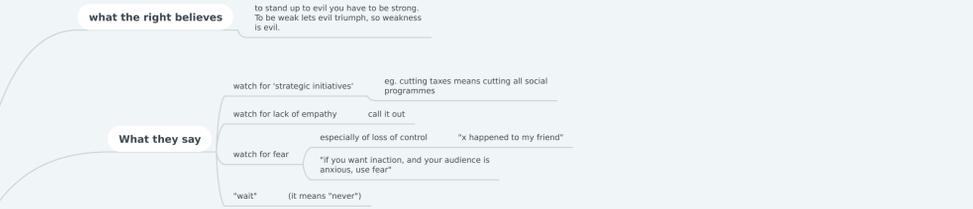
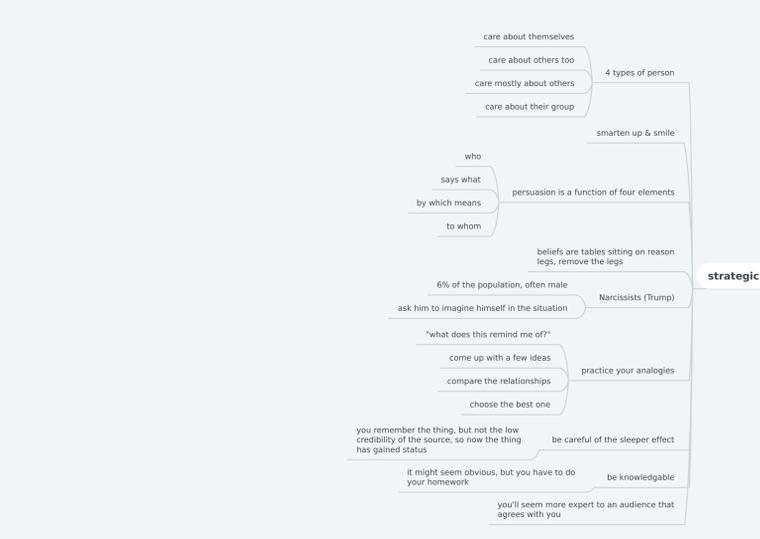
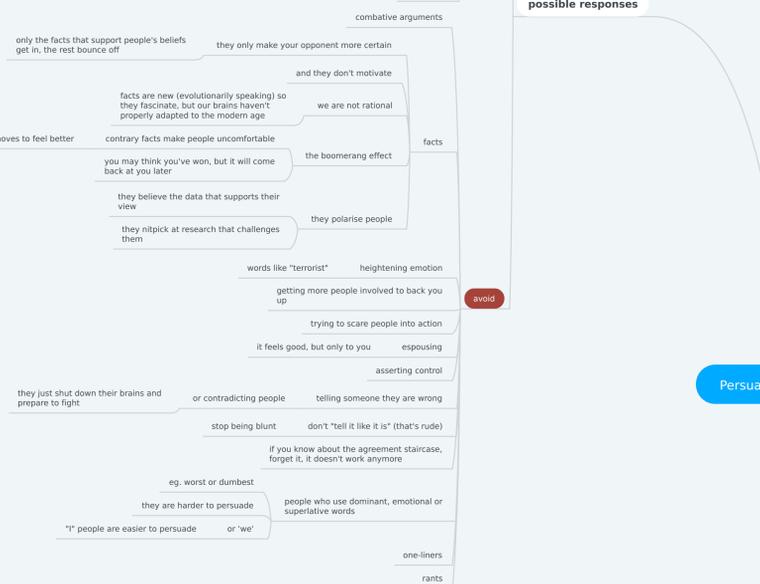
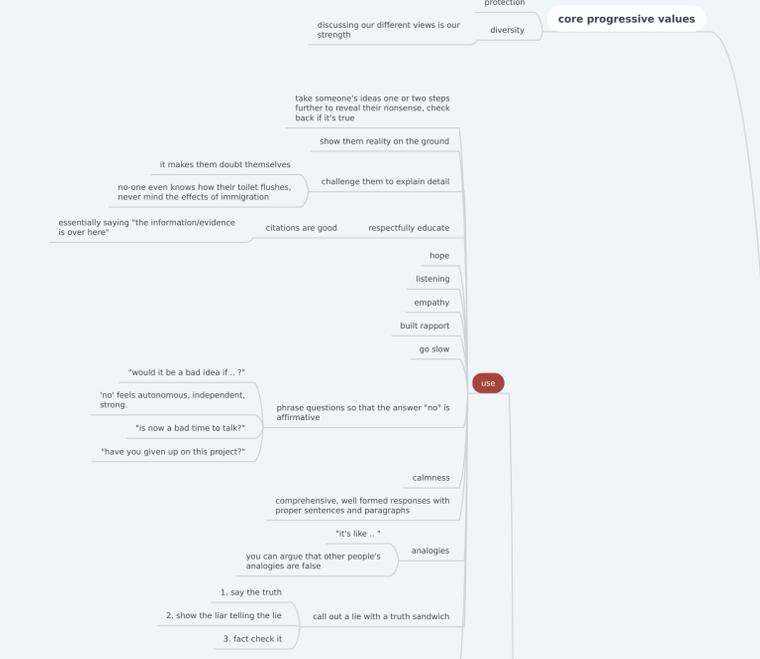


Persuasive Progressive



## Persuasive Progressive

### 1. so what do I do with all this stuff?

- 1.1. facts
  - 1.1.1. help you uncover the truth
- 1.2. my opinion matters
  - 1.2.1. fine, get a blog, just don't trap people into listening to you yammer on.
  - 1.2.2. understand that we are wired to enjoy sharing our opinion
    - 1.2.2.1. the pleasure you feel when you speak out is not felt by anyone else
      - 1.2.2.1.1. so find ways to get your pleasures without taking from others
      - 1.2.2.1.2. and give others (who don't yet understand this) space to do it

### 2. what the right believes

- 2.1. to stand up to evil you have to be strong. To be weak lets evil triumph, so weakness is evil.

### 3. What they say

- 3.1. watch for 'strategic initiatives'
  - 3.1.1. eg. cutting taxes means cutting all social programmes
- 3.2. watch for lack of empathy
  - 3.2.1. call it out
- 3.3. watch for fear
  - 3.3.1. especially of loss of control
    - 3.3.1.1. "x happened to my friend"
  - 3.3.2. "if you want inaction, and your audience is anxious, use fear"
- 3.4. "wait"
  - 3.4.1. (it means "never")

### 4. Interpersonal goals

- 4.1. make people laugh at something they know they shouldn't laugh at
- 4.2. build trust
- 4.3. "what would you do if no-one was looking?"
  - 4.3.1. breaks the frame, changes routines
  - 4.3.2. be different
    - 4.3.2.1. Magid Magid Magid Magid - Wikipedia

**Link:** [https://en.wikipedia.org/wiki/Magid\\_Magid](https://en.wikipedia.org/wiki/Magid_Magid)

- 4.4. get someone to like you
  - 4.4.1. listen
    - 4.4.1.1. stop thinking what to say next
    - 4.4.1.2. ask about what interests you
  - 4.4.2. ask their opinion
    - 4.4.2.1. listen
    - 4.4.2.2. respond positively
    - 4.4.2.3. don't judge
  - 4.4.3. shut down your ego

### 5. strategic planning

- 5.1. 4 types of person
  - 5.1.1. care about themselves
  - 5.1.2. care about others too
  - 5.1.3. care mostly about others
  - 5.1.4. care about their group
- 5.2. smarten up & smile
- 5.3. persuasion is a function of four elements
  - 5.3.1. who
  - 5.3.2. says what
  - 5.3.3. by which means
  - 5.3.4. to whom
- 5.4. beliefs are tables sitting on reason legs, remove the legs
- 5.5. Narcissists (Trump)
  - 5.5.1. 6% of the population, often male
  - 5.5.2. ask him to imagine himself in the situation
- 5.6. practice your analogies
  - 5.6.1. "what does this remind me of?"
  - 5.6.2. come up with a few ideas
  - 5.6.3. compare the relationships
  - 5.6.4. choose the best one
- 5.7. be careful of the sleeper effect
  - 5.7.1. you remember the thing, but not the low credibility of the source, so now the thing has gained status
- 5.8. be knowledgable
  - 5.8.1. it might seem obvious, but you have to do your homework
- 5.9. you'll seem more expert to an audience that agrees with you

### 6. possible responses

- 6.1. use
  - 6.1.1. take someone's ideas one or two steps further to reveal their nonsense, check back if it's true
  - 6.1.2. show them reality on the ground
  - 6.1.3. challenge them to explain detail
    - 6.1.3.1. it makes them doubt themselves
    - 6.1.3.2. no-one even knows how their toilet flushes, never mind the effects of immigration
  - 6.1.4. respectfully educate
    - 6.1.4.1. citations are good
      - 6.1.4.1.1. essentially saying "the information/evidence is over here"
  - 6.1.5. hope
  - 6.1.6. listening
  - 6.1.7. empathy
  - 6.1.8. built rapport
  - 6.1.9. go slow
  - 6.1.10. phrase questions so that the answer "no" is affirmative
    - 6.1.10.1. "would it be a bad idea if .. ?"
    - 6.1.10.2. 'no' feels autonomous, independent, strong.
    - 6.1.10.3. "is now a bad time to talk?"
    - 6.1.10.4. "have you given up on this project?"
  - 6.1.11. calmness
  - 6.1.12. comprehensive, well formed responses with proper sentences and paragraphs
  - 6.1.13. analogies
    - 6.1.13.1. "it's like .. "
    - 6.1.13.2. you can argue that other people's analogies are false
  - 6.1.14. call out a lie with a truth sandwich
    - 6.1.14.1. 1. say the truth
    - 6.1.14.2. 2. show the liar telling the lie
    - 6.1.14.3. 3. fact check it
  - 6.1.15. confidence
- 6.2. avoid
  - 6.2.1. combative arguments
  - 6.2.2. facts
    - 6.2.2.1. they only make your opponent more certain
      - 6.2.2.1.1. only the facts that support people's beliefs get in, the rest bounce off
    - 6.2.2.2. and they don't motivate
    - 6.2.2.3. we are not rational
      - 6.2.2.3.1. facts are new (evolutionarily speaking) so they fascinate, but our brains haven't properly adapted to the modern age
    - 6.2.2.4. the boomerang effect
      - 6.2.2.4.1. contrary facts make people uncomfortable
      - 6.2.2.4.2. you may think you've won, but it will come back at you later
    - 6.2.2.5. they polarise people

6.2.2.5.1. they believe the data that supports their view

6.2.2.5.2. they nitpick at research that challenges them

6.2.3. heightening emotion

6.2.3.1. words like "terrorist"

6.2.4. getting more people involved to back you up

6.2.5. trying to scare people into action

6.2.6. espousing

6.2.6.1. it feels good, but only to you

6.2.7. asserting control

6.2.8. telling someone they are wrong

6.2.8.1. or contradicting people

6.2.8.1.1. they just shut down their brains and prepare to fight

6.2.9. don't "tell it like it is" (that's rude)

6.2.9.1. stop being blunt

6.2.10. if you know about the agreement staircase, forget it, it doesn't work anymore

6.2.11. people who use dominant, emotional or superlative words

6.2.11.1. eg. worst or dumbest

6.2.11.2. they are harder to persuade

6.2.11.3. or 'we'

6.2.11.3.1. "I" people are easier to persuade

6.2.12. one-liners

6.2.13. rants

## 7. core progressive values

7.1. protection

7.2. diversity

7.2.1. discussing our different views is our strength

## 8. the persuasive way of life

8.1. gather stories of other people

8.1.1. sources

8.1.1.1. the arts

8.1.1.1.1. films

8.1.1.1.2. music

8.1.1.1.3. literature

8.1.1.1.4. poetry

8.1.2. everything is stories

8.1.2.1. we can see ourselves, our dominant cultural tales, through other people's stories

8.1.3. listen more carefully

8.1.3.1. how does an individual's story disrupt the dominant cultural narrative?

8.2. be happier

8.2.1. those on the political left throw better parties