

**ACKNOWLEDGING  
RESISTANCE**

**14**

**FLUENCY**

**20**

**FOOT-IN-THE-DOOR**

**27**

**PROMISED LAND**

**31**

**SELF-PERSUASION**

**36**

**ALTERCASTING**

**41**

**SOCIAL PROOF**

**48**

**GUARANTEES**

**56**

**ATTRACTIVENESS**

**62**

**HUMOUR**

**67**

**SCARCITY**

**73**

**FLEETING  
ATTRACTION**

**77**

**DECOY**

**82**

**THAT'S NOT ALL**

**86**

**MERE EXPOSURE**

**90**

**ANCHORING**

**94**

**ASTROTURFING**

**99**

**ANTHROPOMORPHISM**

**104**



**TRUSTH-  
WORTHINESS**

**110**

**LOSS VS GAIN  
FRAMING**

**150**

**DISRUPT  
& REFRAME**

**114**

**REGENCY  
& PRIMACY**

**156**

**METAPHORS**

**120**

**FEAR  
APPEALS**

**160**

**IMPLEMENTATION  
INTENTIONS**

**126**

**DOUBLESPEAK**

**164**

**RECIPROCITY**

**130**

**PROJECTION**

**168**

**GOD TERMS**

**133**

**DOOR-IN-THE-FACE**

**171**

**SEX**

**140**

**SUBLIMINALS**

**175**

**AUTHORITY**

**145**