

PEOPLE PLEASER

THE PERSUASION WORKBOOK



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Table of Contents

PERSUASION MATTERS.....	4
WHAT IS HOLDING YOU BACK	5
DIRECTING YOUR PERSUASION.....	6
WHAT AREAS OF YOUR LIFE DO YOU WANT TO BE MORE PERSUASIVE?	6
CHOOSE ONE AREA FOR NEXT SECTION	7
BEING PERSUASIVE.....	8
DO YOUR RESEARCH	8
KNOW YOUR AUDIENCE.....	9
PREPARE FOR BACKLASH	10

Persuasion Matters

Assuming you have read the companion eBook to this workbook, then you should have a pretty good grasp of what persuasion is, and how ubiquitous it is in our daily lives.

This workbook has been designed to help you take action on the concepts and ideas introduced in the eBook.

To be more succinct - ***this workbook will make you more persuasive.***

What is Holding You Back

An important thing to reflect upon is what is holding you back from being persuasive. In this section you will look at different things that are holding you back.

After you list a reason you aren't more persuasive, counter it with something you will do to change that (or alternatively, a reason why whatever is holding you back isn't true). An example will be provided again.

Holds Me Back: I am intimidated talking to my superiors

Counterpoint: I am a valued part of the team, and I am worthy of talking to anyone.

Holds Me Back:

Counterpoint:

Holds Me Back:

Counterpoint:

Holds Me Back

Counterpoint:

Holds Me Back:

Counterpoint:

Knowing what holds you back, and figuring out ways to deal with that is a powerful exercise to finish before you move on. This exercise will build your confidence so you can move on to actually becoming more persuasive.

Directing Your Persuasion

In this section of the guide, the goal is to find out where you need to direct your persuasion. Knowing what you want to be persuasive about, is the first step to preparing for said persuasion.

What Areas of Your Life Do You Want to be More Persuasive?

The goal of this exercise is to brainstorm as many different areas or situations in your life, where you could afford to be more persuasive. We will include an example below.

Feel free to use another piece of paper, if you fill out all of these spots.

1. *Ex. I'd like to be more persuasive in my work meetings.*

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

Choose One Area for Next Section

Now that you have a list of areas/situations in your life, for the purposes of this guide, you should choose one to focus on before moving on.

Area of Focus:

***NOTE:** This doesn't mean you can only work on one area. Once you have gone through the rest of this guide focusing on this area, you can come back, choose another one and work through again.*

Being Persuasive

You have chosen your area of persuasion. Now you can move on and take a couple steps so that you can address that area head on. This section will help you do just that!

Do Your Research

You will naturally be more persuasive if you know what you are talking about. In the last section you chose an area you wanted to focus on. In this exercise you will think up 3-5 points that will help back up your argument.

Let's say we want to focus on persuading our boss we deserve a raise. A talking point might be: *I picked up some office slack when I took on responsibilities outside of my role without being asked*

Now you try – list down 3-5 points/facts that will help you be more persuasive in your chosen area:

Talking Point #1:

Talking Point #2:

Talking Point #3:

Talking Point #4:

Talking Point #5:

Know Your Audience

Now that you have some points to back up your argument, you need to focus on who you want to persuade. In the example before, the person you want to persuade would be your boss.

Take some time to figure out what makes your persuasion audience tick. This will help you figure out how to deal with them.

Who Do You Want to Persuade?

What Do They Like?

What Do They Dislike?

Best Time to Approach Them:

Best Way to Approach Them (*i.e. Aggressive*):

Where Should I Approach Them:

Any Random Notes About Them:

Prepare for Backlash

No matter how well thought out your argument is, or how well you know your target – you will likely face some backlash when you try to be persuasive.

Backlash doesn't mean an aggressive argument either. It could be as simple as the person presenting some polite counterpoints. A key to persuasion is being prepared for these arguments against you, so that you can reply quickly and calmly.

In this section, you should try to think of any potential arguments against you. In our "asking for a raise" example, a potential argument against could be: *"Im not sure a raise is in the budget."*

Potential Argument Against: _____

How You Will Respond to this Argument: _____

Potential Argument Against: _____

How You Will Respond to this Argument: _____

Potential Argument Against: _____

How You Will Respond to this Argument: _____

Potential Argument Against: _____

How You Will Respond to this Argument: _____

Potential Argument Against: _____

How You Will Respond to this Argument: _____

Potential Argument Against: _____

How You Will Respond to this Argument: _____

Conclusion

Now that you have worked through this workbook, you have learned a couple of important things...

- What is holding you back from being persuasive
- What areas of your life you need to be more persuasive in
- The exact area you will direct your new powers of persuasion first
- 3-5 points that back up your stance
- Who you need to be persuasive with
- What makes them tick
- The arguments they will use to diffuse your persuasion
- How you will respond to those arguments

That is a powerful amount of information that will prepare you to be persuasive.

Now, actually being persuasive will still take some time and practice to learn. But if you work through this workbook, plus read the companion eBook – you will have all the info you need to make persuasion work for you.

The only thing left to do is try out these new powers of persuasion. The more you try the better you will get!