

The PRINCIPLES of INFLUENCE

1

Likability - Smile and the world smiles with you

2

Consensus - *Because everybody else is doing it...*

3

Reciprocity - *Give a little, get a little*

4

Consistency - *Label with love, and they'll stick to it*

5

Authority - *Be the friendly expert*

6

Scarcity - *Remember, for a limited time only...*



Texas WIC Power of Influence