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...

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Texas WIC Power of Influence