

TAKE THE TEST
AND DISCOVER YOUR
PERSUASION
POTENTIAL!

PERSUASION IQ

THE 10 SKILLS YOU NEED TO GET
EXACTLY WHAT YOU WANT

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Author of MAXIMUM INFLUENCE

A PDF COMPANION TO THE AUDIOBOOK

CHAPTER THREE

PQ Skill #1

*Mental Programming of
Top Persuaders*

Success Equation

$(\text{Tools} + \text{Training} + \text{Experience}) \times \text{Mindset} = \text{Success/Wealth}$

$(100 + 100 + 100) \times 0 = 0$ (Failure)

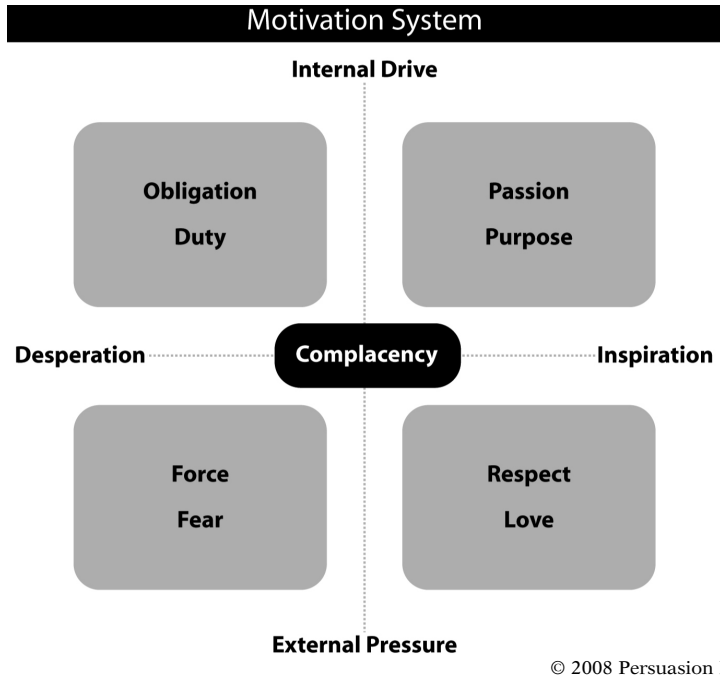
CHAPTER NINE

PQ Skill #7

*How to Motivate Yourself and
Others Every Time*

Maslow's Hierarchy





Motivation Formulas

$$\frac{(\text{Want} \times \text{Reward}) + \text{Tools}}{\text{Difficulty} - \text{Time Frame}} = \text{Degree of Inspiration}$$

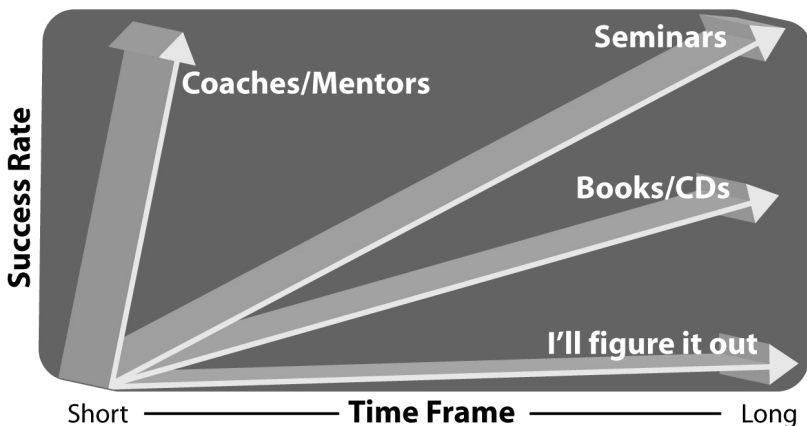
$$\frac{(\text{Fear} \times \text{Consequences}) + \text{Tools}}{\text{Difficulty} - \text{Time Frame}} = \text{Degree of Desperation}$$

CHAPTER TWELVE

PQ Skill #10

*Self-Mastery and Personal
Development*

Personal Development



Appendix A

Persuasion IQ Book Bonuses/Free Reports

CHAPTER ONE

Go to www.persusioniq.com, and take the free persuasion skills assessment. It helps you and it helps our research. I will even give you free persuasion software (\$197 value). This persuasion software systematizes the persuasion process. Wondering what to say or do next while you are persuading others? Find out and follow what great persuaders do and say during persuasion.

CHAPTER TWO

What is your personal Wobegon Effect? Do you suffer from the Wobegon Effect? Where do your talents and traits compare

to the real world? If you really want to know go to www.persusioniq.com and click on free reports.

CHAPTER THREE

The use of mental programming will sharpen your focus, make your investments of time and energy more productive. If you want financial independence you need to think, act and do what millionaires do.

CHAPTER FOUR

I have identified twelve laws of persuasion that work below the radar. My book *Maximum Influence* is devoted to an in-depth study of these principles, and their mastery is critical to anyone desiring to be a skilled persuader. For an overview of the twelve laws of persuasion go to www.persusioniq.com.

CHAPTER FIVE

Do you attract or repel people? Sure you answer in the affirmative, but it is not what you think, but what your audience thinks. Do you really want to know? Go to www.persusioniq.com and find out the ten things you may be doing to repel your audience.

CHAPTER SIX

How trustworthy are you? Do you have the credibility to gain the trust of your audience? As you know, no credibility—no trust. Go to www.persusioniq.com to take your credibility evaluation.

CHAPTER SEVEN

Do you want to know the top ten dark tactics of unethical people? Warning: these are not for you to use. There are for your understanding and preparation only. When you are prepared for these dark tactics you will be prepared to handle them in an honorable and ethical fashion. Go to www.persusioniq.com to see the ten dark forms of power.

CHAPTER EIGHT

Do you have charisma? You might think so, but what do others really think about you? Do you attract people and do they want to be influenced by you? Do you repel people and don't even know it? Do you possess the ten traits of charismatic people. Go to www.persusioniq.com and find out.

CHAPTER NINE

Motivation is a true art. When you understand human nature and the role influence plays in it, you will not only be able to motivate, but you will also have earned the right to motivate and inspire others. If you want to stay on track, download your motivation system and your will be able to stick to your goals, dreams, and passions. Go to www.persusioniq.com

CHAPTER TEN

How do you give the perfect presentation? What are the skills that will make you top of your profession? How do you design your message? How can you become a master storyteller? Go to www.persusioniq.com and find out the crucial elements of a perfect persuasive presentation.

CHAPTER ELEVEN

Can you set your goals? Do you really want to be a great persuader? You know deep down that goals will make the difference between mediocrity and success. Top persuaders set down their goals in writing. Do you want a goal system? Do you finally want to achieve your main objective? Go to www.persuasioniq.com and get your goal mastery system to achieve your goals and desires in life.

CHAPTER TWELVE

Personal development is the key to a successful future. Do you want to learn the cutting-edge tools of persuasion? Are you going to treat yourself like a do-it-yourself-project. Join me for a free teleconference on the new and improved forms of persuasion. Register at www.persuasioniq.com.

FINAL THOUGHTS

Stay in touch with the Persuasion Institute's latest findings and research. Join our free newsletter, visit our free reports and participate our workshops and our coaching and training sessions. I would also love to track your success with our latest persuasion makeover. Go to www.persuasioniq.com for more information.

Appendix B

Abridged Persuasion IQ Test

How many of the over 100 persuasion and influence tools and techniques do you use during the persuasion process? Where do you rank compared to the world's top persuaders? The comprehensive Persuasion IQ test (www.persuasion-iq.com) ranks you in fifteen different areas, all critical to your ability to persuade, influence, and motivate others. You'll receive some great recommendations, analysis, and online tips by seasoned experts on what you can do to increase your IQ score (and income). Here is the abridged version of the Persuasion IQ test. Go online for the full version or take the condensed version here. Take your Persuasion IQ now and discover your strengths and weaknesses.

1. What technique creates the *most* urgency or scarcity?
 - a. Deadlines
 - b. Limited space

- c. Restricting freedom
 - d. Might lose out
 - e. Withholding information
2. When you show your products or service, what should you do to increase the perceived value?
- a. Show them the savings first
 - b. Show the most expensive item first
 - c. Show the least expensive first
 - d. Show the average price first
 - e. Show them the benefits
3. Which one is the main reason people do things they don't want to do?
- a. Fear
 - b. Greed
 - c. Dissonance
 - d. Love
 - e. Pride
4. You are trying to convince a future client (after multiple contacts) to make a decision to do business with you. What technique will be the most persuasive?
- a. Everyone has this product/service. (Social Validation)
 - b. What would happen if he didn't do it. (Loss/Scarcity)
 - c. What he (or company) gains. (Rewards/Gain)
 - d. He is doing the right thing for his family/society. (Esteem)
 - e. Show the incredible value. (Contrast)
5. What persuasion tool is constantly overused and losing its value in the mind of your audience?
- a. Finding something in common
 - b. Closing tactics
 - c. Sense of urgency
 - d. Statistics
 - e. Humor

6. When you come to the main pivotal point of your presentation you should:
 - a. Increase your volume.
 - b. Decrease your volume.
 - c. Slow down.
 - d. Speed up.
 - e. Mirror and match.
7. When you know price is the biggest issue, the first thing you should do is:
 - a. Talk about the guarantee.
 - b. Show the most expensive product first.
 - c. Show the least expensive item first.
 - d. List additional features.
 - e. List additional benefits.
8. People who are _____ are better at persuading.
 - a. Educated
 - b. Competitive
 - c. Analytical
 - d. Extroverted
 - e. Introverted
9. 96% of small businesses will fail within 5 years because of:
 - a. Lack of knowledge.
 - b. Weak people skills.
 - c. Lack of sales.
 - d. Bad product/service.
 - e. Poor location.
10. Which of the following can affect the persuasion process?
 - a. Color
 - b. Smell
 - c. Moods
 - d. Appearance
 - e. All of the above

11. What is the first color to register in the human brain?
 - a. Red
 - b. Orange
 - c. Yellow
 - d. White
 - e. Gold
12. What percent of people will always go against the social norm and violate social conformity?
 - a. 1–5%
 - b. 5–10%
 - c. 10–15%
 - d. 15–20%
 - e. 20–25%
13. If you called six friends over the phone and needed to give them a good reason to come to a business presentation, what statement would increase your ability to persuade them?
 - a. Because this will change your life.
 - b. Don't you want to help me?
 - c. You will see the value after the presentation.
 - d. Aren't you tired of your dead end job?
 - e. If you come you will see results.
14. Your main goal as a persuader is to:
 - a. Close them into the deal.
 - b. Help them persuade themselves.
 - c. Connect and develop trust.
 - d. Educate them on your product or service.
 - e. Find their wants and needs.
15. What percent of the decision-making process takes place in the subconscious mind?
 - a. 55%
 - b. 65%
 - c. 75%

- d. 85%
 - e. 95%
16. When does your audience create mental shortcuts in their decision-making process?
- a. When the decision isn't important.
 - b. When they must act quickly.
 - c. When there is extensive social validation and pressure.
 - d. When they are unsure of how to act, or what to do.
 - e. All of the above.
17. When your audience or customer is starting to feel frustrated it is usually because:
- a. They are feeling manipulated.
 - b. They are being pushed too hard.
 - c. You did not meet their expectations.
 - d. They had a bad day.
 - e. You did not develop trust.
18. What percent of all purchasing decisions are based on price?
- a. 81%
 - b. 55%
 - c. 33%
 - d. 21%
 - e. 6%
19. During your presentation you should focus more on:
- a. Logic.
 - b. Emotion.
 - c. Logic and emotion.
 - d. Features.
 - e. Benefits.
20. People who are in a good mood:
- a. Buy more.
 - b. Listen better.

- c. See the positive over the negative.
 - d. Give better evaluations.
 - e. All of the above.
21. When clients and customers tell us what they love about their personal persuader, which one did *not* make the list?
- a. Dependable
 - b. Sincere
 - c. Product knowledge
 - d. Kept promises
 - e. Friendly
22. What is the number one reason someone will trust you or your company?
- a. Advertising and marketing
 - b. Friend/family feedback
 - c. Knowledge of company/industry
 - d. Personal experience
 - e. Media
23. When you feel trust is low during a presentation you should:
- a. Be more bold.
 - b. Ask them if they trust you.
 - c. Reveal a weakness.
 - d. Use more statistics.
 - e. None of the above.
24. What number one characteristic is naturally found in most great persuaders?
- a. Empathy
 - b. Optimism
 - c. Sympathy
 - d. Congruence
 - e. Vision

25. Why do most people continually compare themselves to other people?
- a. Culture
 - b. Media
 - c. Low self-esteem
 - d. Natural behavior
 - e. All of the above
26. We have five senses. When you create involvement with your audience, you need to use as many senses as possible. What are the top three senses (in order)?
- a. Visual, hearing, smell
 - b. Visual, hearing, taste
 - c. Touch, taste, visual
 - d. Touch, visual, hearing
 - e. Hearing, visual, touch
27. According to your audience, what is the biggest barrier to communicating with persuaders?
- a. Listening
 - b. Disorganized
 - c. Lack of time
 - d. A and B
 - e. B and C
28. To get your audience or anyone to make a personal change in their life you must have four things happen. Which one does not belong?
- a. Overcome their fear.
 - b. Find their motivation.
 - c. Give them the tools.
 - d. Help them see the future results.
 - e. Listen to their story.
29. Which one of these skills is the most important in your ability to persuade?
- a. Passion

- b. Mindset
 - c. People skills
 - d. Trust
 - e. Listening skills
30. Which type of evidence should be used the least?
- a. Testimonials
 - b. Statistics
 - c. Analogies
 - d. Examples
 - e. Facts
31. When you connect and find similarities with your customer or prospect, which one is the most important?
- a. Attitude
 - b. Habits
 - c. Background
 - d. Appearance
 - e. Religion
32. Which proficiency will affect how people evaluate you (more than the rest)?
- a. Smile
 - b. People skills
 - c. Touch
 - d. Word choice
 - e. Nonverbal behavior
33. When people were approached at a convention, their number-one complaint about the persuader was that he or she:
- a. Was obnoxious.
 - b. Became too friendly too fast.
 - c. Wasn't interesting.
 - d. Had bad breath.
 - e. Tried to give too much information.

34. When asking someone a question that they start to think about, if they look up it indicates:
- a. They are visual.
 - b. They are auditory.
 - c. They are kinesthetic.
 - d. They are indifferent.
 - e. They are resentful.
35. When you meet someone for the first time at their home or office you should:
- a. Look around for something in common.
 - b. Talk about their hobbies or interests.
 - c. Establish a need for your product or service.
 - d. Make small talk until you have established rapport.
 - e. Shake hands.
36. Can most human beings tell the difference between logic and emotion?
- a. Yes
 - b. No
 - c. 80% of the time
 - d. 20% of the time
 - e. Depends on their age
37. The brick wall of resistance thickens when you:
- a. List all the features and benefits.
 - b. Don't respect their time
 - c. Become arrogant.
 - d. B and C.
 - e. All of the above.
38. What is the main thing that offends your audience during your first contact?
- a. Pushiness
 - b. Unsolicited small talk
 - c. Did not leave relevant information

- d. Stayed longer than expected
 - e. Late for your appointment
39. How do you know the moment when you have overpersuaded your audience?
- a. They suddenly have to go.
 - b. You have lost eye contact.
 - c. They ask you to send them more information.
 - d. They say your product/service is too expensive.
 - e. All of the above.
40. What is the main thing persuaders think they can cover up, but your audience can see right through it?
- a. Sincerity
 - b. Poor product/service
 - c. Enthusiasm
 - d. Preparation
 - e. Integrity
41. If your audience is inspired and motivated to do business with you, _____ will kill your ability to persuade.
- a. Scarcity
 - b. Rewards
 - c. Fear
 - d. Pleasure
 - e. Small talk
42. The biggest challenge of using desperation as a motivator is:
- a. People get angry.
 - b. You get short-term results.
 - c. It is unethical.
 - d. It triggers the wrong emotion.
 - e. Frustration.
43. What increases your power and ability to persuade more than the others?
- a. Title

- b. Empathy
 - c. Uniform
 - d. Public opinion
 - e. External characteristics
44. What is the most important form of knowledge power?
- a. Information
 - b. Resources
 - c. Expertise
 - d. Wisdom
 - e. Contacts
45. When you come into a negotiation with a high number, you must make sure it is:
- a. Justifiable.
 - b. The first offer on the table.
 - c. Overwhelming
 - d. 200% more (or less) than expected.
 - e. Your final offer.
46. If someone attacks you personally the first thing you should do is:
- a. Ask a question.
 - b. Ignore and continue.
 - c. Apologize.
 - d. Deny the accusation.
 - e. Attack back.
47. One thing that really triggers long-term trust more than the others is:
- a. Sincerity.
 - b. Predictability.
 - c. History.
 - d. Conviction.
 - e. All of the above.

48. To be more persuasive, your speaking rate should be:
- a. Average.
 - b. Slower than normal.
 - c. Faster than normal.
 - d. Match their pace.
 - e. None of the above.
49. What percent of your audience will complain to you or a manager when you offend them or you pushed to hard?
- a. 1–5%
 - b. 6–10%
 - c. 11–20%
 - d. 21–30%
 - e. 31–40%
50. What is the best long-term motivation?
- a. Obligation
 - b. Respect
 - c. Fear
 - d. Inspiration
 - e. Desperation

PERSUASION IQ ANSWERS

1. c	11. c	21. c	31. a	41. c
2. b	12. b	22. d	32. c	42. b
3. c	13. a	23. c	33. d	43. a
4. b	14. b	24. b	34. a	44. c
5. c	15. e	25. c	35. c	45. a
6. c	16. e	26. a	36. b	46. c
7. b	17. c	27. d	37. e	47. b
8. e	18. e	28. e	38. b	48. c
9. c	19. b	29. b	39. b	49. a
10. e	20. e	30. b	40. d	50. d

SCORE

50–45	Professional
44–40	Average
39–35	Novice
34–30	Below Average
29–1	Poor