



# **Psychology and The Art of Persuasion Box Set (2 in 1): How to Captivate, Persuade and Influence People, Unleash Your Inner Power of Confidence, Communication ... a Leader (Communication & Leadership)**

*Keith Boyer, Matt Riley*

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## **Psychology and The Art of Persuasion Box Set (2 in 1)**

### **Book One: The Art of Persuasion: How to Captivate and Persuade People**

The art of persuasion is quite tricky in that there are so many variations in instances where persuasion may be needed. "The Art of Persuasion: How to Captivate and Persuade People" was written with these variations in mind, providing you with tips and tricks that can be implemented in any situation. From convincing your parents to send you a little extra cash to convincing a CEO of a major corporation to choose your marketing firm, this book provides the tactics that you need to get what you want.

"The Art of Persuasion: How to Captivate and Persuade People" tackles all of the questions that you may have on how to persuade people utilizing your personal skills, psychological tactics, general rules of persuasion and lesser known tips.

As you journey through "The Art of Persuasion: How to Captivate and Persuade People" you will discover approaches to persuasion that you have never encountered before. Approaches that you can implement to change anyone's mind at any time.

Forget the books that are filled with single angle approaches to persuasion, "The Art of Persuasion: How to Captivate and Persuade People" covers every angle of persuasion from psychological tactics to personal skills.

#### **Inside You Will Learn about:**

- General rules of persuasion

- Psychological methods of persuasion
- Using personal skills to persuade
- Quick tips to persuade people
- And Much More

## **Book Two: Psychology of Persuasion: Unleash the Power of Influencing People, Gaining Confidence, Mastering Communication and Becoming a Leader**

Do you know what psychology can do and how powerful it can be to persuade others to change their opinion and thoughts? World leaders have gotten where they are because they've been able to persuade the voters of their skills in leading the country. However, the power of persuasion can be a massive tool for anyone if used correctly, more so than what you may realize.

The power of persuasion can be the difference in having your voice heard and becoming a shadow in the background. Psychology plays a big part in the world and you must realize how much it could potentially change everything for you. If you want to learn what it takes to become a good leader, read on because this will be for you.

### **Inside You Will Learn:**

- How To Influence Others
- How Persuasion Works In The Real World
- Why Persuasion Must Be Used
- What It Takes To Become A Public Speaker And Leader
- Why You Need To Constantly Adapt To The World And The Way Its People Thinks
- The Skills That May Help In Life To Influence Others
- And Much More

Once you learn these simple secrets of the psychology of persuasion, there will be no stopping you in what you can achieve. This won't just allow you to find a voice but help improve the person you are too.

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