

INFLUENCE

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Human Factors

Certainty	<i>(Feel Assured)</i>
Uncertainty	<i>(Something New)</i>
Significance	<i>(Feel Unique)</i>
Connection	<i>(Value Relationships)</i>
Growth	<i>(Escape Boredom)</i>
Contribute	<i>(Giving Feeling)</i>

Motivation Factors

Money	<i>(What Provides)</i>
Relevance	<i>(Feel Why)</i>
Power	<i>(Have Choice)</i>
Pride	<i>(Feel Recognized)</i>

Emotion Factors

Fear	<i>(Must Act)</i>
Guilt	<i>(Will Regret)</i>
Greed	<i>(Want More)</i>
Desire	<i>(Need More)</i>
Pride	<i>(Feel Important)</i>
Love	<i>(Feel Appreciated)</i>

Change Factors

Why	<i>(Is It Worth It?)</i>
Confidence	<i>(Can I Do It?)</i>

General Factors

Authority	<i>(Seriously Listen)</i>
Likeability	<i>(Feel Content)</i>
Trust	<i>(Without Question)</i>
Reciprocity	<i>(Feel Obligated)</i>
Social Proof	<i>(See Others)</i>
Community	<i>(With Others)</i>
Anticipation	<i>(Can't Wait)</i>
Events	<i>(More Memorable)</i>
Scarcity	<i>(Drives Want)</i>

Decision Factors

Facts	<i>(Seems Logical)</i>
Feeling	<i>(Feels True)</i>
Faith	<i>(Match Beliefs)</i>

Consider ALL the factors to INFLUENCE others?