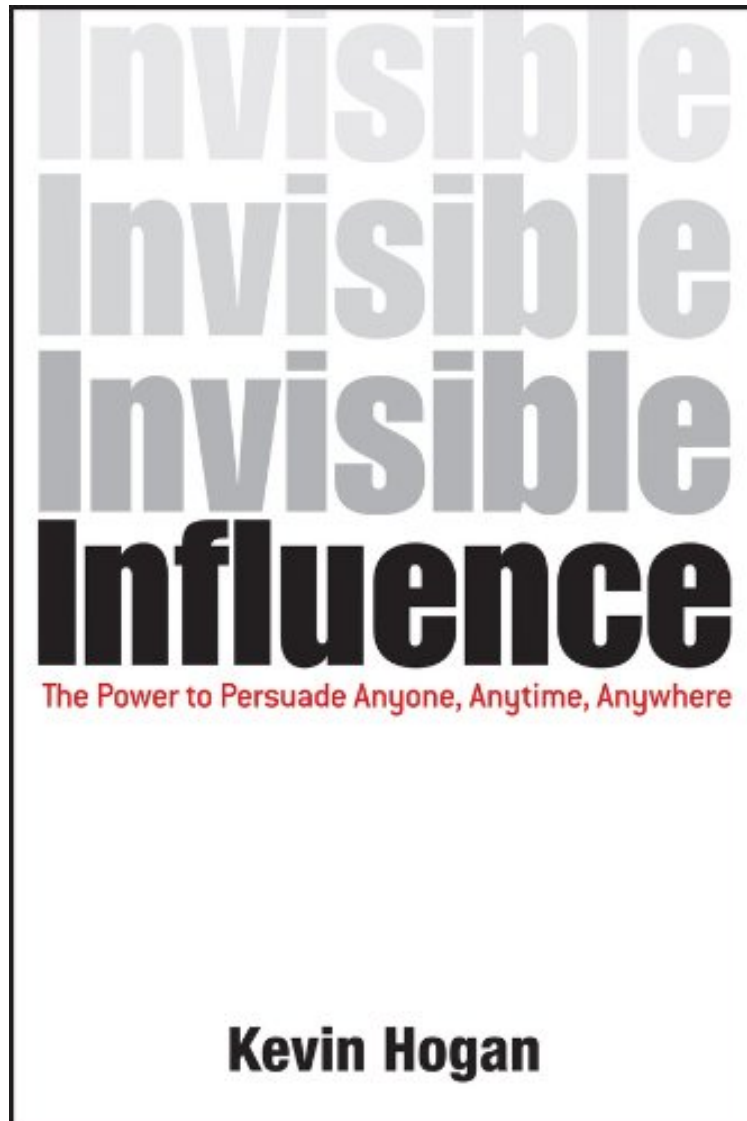


# Invisible Influence: The Power to Persuade Anyone, Anytime, Anywhere

*Kevin Hogan*

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**Kevin Hogan : Invisible Influence: The Power to Persuade Anyone, Anytime, Anywhere** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Invisible Influence: The Power to Persuade Anyone, Anytime, Anywhere:

3 of 3 people found the following review helpful. A Must-Read for Anyone in Sales or Relationship Building By Cherie As someone who has been in sales for more than a decade and a half, I always appreciate a book that shows me how I can improve my sales performance or my relationships with others. This book does both. In Invisible Influence,

Kevin Hogan offers up not the usual rehashed information about influence and persuasion. Instead, he provides a fresh look into little known techniques that not only make you money but also lead to stronger, long term relationships that provide ongoing value on both a personal and professional level. We've all heard that people buy from those they know, like, and trust. In these difficult and highly competitive times, it can be harder to build that trust. Dr. Hogan shows you ways to connect with people who you might initially feel have nothing in common with you. For example, do you know the one easily identifiable thing that will make people feel an instant camaraderie with you? Or why names are so important? Kevin lays it all out for you in a way that makes sense and is easy to implement immediately. Probably what I like most about the book is its authenticity. I've never been a "tricky" or "flashy" salesperson. I've always considered myself a relationship builder and a person who truly cares about the customer. From my point of view, I work for the customer, not against him. The transaction must be a win for everyone involved in order to be successful. What I really love is that Dr. Hogan comes from the same place. He doesn't preach manipulative sales tactics, nor does he encourage the "white lies" that I've seen some sales trainers write about. He's all about what I call heart centered selling and relationship building. This is ethical influence that is designed to better your life as well as the lives of others. Invisible Influence may be Kevin's best book ever, and that's saying a lot. I highly recommend it for anyone who has relationships with other people (which is everyone)! 3 of 3 people found the following review helpful. The real invisible influence

By Scott Sylvan Bell [[VIDEOID:mo3TD892HMJJ7G5]] Aloha, I am Scott S. Bell and I got a chance to read this book while on vacation on Oahu. There were plenty of aha moments while reading this book. The first chapter including pages 12 - 13 about identity were the most surprising. My (your) identity has just as much to do with or more than the actual influence process. After studying the influence and persuasion process I have found Kevin's work whether on his cd programs, written in books or at live events to be top notch. 2 of 2 people found the following review helpful. New Testament of Persuasion

By Michelle Matteson Having read and attended most, if not all of Kevin Hogan's books, seminars from the 1990's to the present, I still consider his book "The Psychology of Persuasion" to be his 'bible' on influence and persuasion. I've read and now re read his latest book, "Invisible Influence" and would say that his 'bible is now complete - 'Psychology of Persuasion' being the old testament and 'Invisible' being the new testament. While many of the foundations of POP are to found again in Invisible, it's not simply 'repackaged', but presented framed in recent and quantified research that makes it relevant to today's world of digitalized elevator pitches and mediatized relationships for whom attention spans have dwindled. Kevin writes like he speaks - and its a taste that once acquired - develops a sophisticated palate that sets high standards for comparison. Few other authors on influence persuasion can can tease out the subtiles of influence persuasion into recepies that even the novice user can use like Kevin can.

"Invisible Influence is a masterpiece in understanding the science of influence and how to take it from convincing to compelling. Kevin Hogan shows you in plain English how to understand, apply, and master the science of persuasion. The book is brilliant; and you can be brilliantly persuasive. Buy the book, read the book, and implement the book." — Jeffrey Gitomer, author of The Sales Bible and The Little Book of Leadership "One eyebrow-raising, head-whacking, forehead-slapping technique after another. Anyone whose daily life depends on influencing people; in other words, everyone; should read this book. Buy copies for your friends and hide it from your enemies." — Richard Brodie, author of Virus of the Mind: The New Science of the Meme "Master persuaders know that it's not really about the words you use or the moves you make; other people get persuaded because of what you think and how you feel. Kevin Hogan explains in delightfully clear detail how to make these master-persuader secrets work for you. Not only that, he also explains why all of this works, and he shows you the exact scientific research that proves it!" — David Garfinkel, author of Advertising Headlines That Make You Rich "Invisible Influence is a masterpiece. It will be the master influencer's reference book for the years to come. Invisible influence is like oxygen, you can't see it, but your life depends on it. In this book, you will discover the persuasion tactics that will compel your clients to say yes to you; again and again." — Roberto Monaco, www.influenceology.com "Dump the script; it's old news before the ink's dry. Trust yourself and use your new understanding of the ever-changing context to succeed. In his fascinating book, Hogan weaves established research findings into a handbook for successful influence. The guidelines are obvious but hidden, simple but profound. Understand them and you've mastered the complex and crucial art of persuasion." — William D. Crano, author of The Rules of Influence: Winning When You're in the Minority "Many write on the topic of persuasion. Precious few genuinely understand it. Kevin is one of those precious few. Read everything you can by him." — Mark Joyner, founder and CEO of Simpleology, www.simpleology.com

From the Inside Flap There are many moments in life when you have to ask someone a critical question that could determine your salary, whether you have a spouse, whether you get a job; your entire future. Do you know how to get the answer you want? Do you understand how much influence you actually have over your fate? The truth is, how that person is going to respond depends more on what's going on in your head than it does on what's going on in theirs. Your expectations, the words you choose, the environment in which you ask these questions; so many

factors that you control can determine whether you hear a "yes" or a "no." Invisible Influence shows you a step-by-step process to quietly persuade others to choose you or your product. Based on new scientific discoveries that reveal fascinating and unique approaches to influence, this book shows how people process their feelings about products, services, and people, and what mental shortcuts they use to make their choices. You'll learn how to incorporate 52 techniques for subliminally influencing others in order to sell, market, and communicate more effectively, including how to:

- Use questions early in a conversation to give the person a sense of control and you an opportunity to understand and deliver to their expectations
- Know how much information to give to someone
- Determine what people lose if they don't do business with you, and then leverage that knowledge
- Use photos in order to make yours a familiar, and therefore more attractive, face
- Recapture someone's attention
- Use stories to explain what statistics can't
- Help other people find meaning in their own actions and decisions
- And much more!

Invisible Influence also includes a 10-step influence template that you can follow for better results in negotiations. When you truly incorporate how you think about and approach communicating with other people, you'll find that you can persuade anyone, anytime, anywhere to make decisions and take actions that benefit you.

**About the Author** KEVIN HOGAN is a public speaker and corporate trainer, teaching about persuasion, influence, body language, emotional intelligence, communication, and motivation. In the last decade, he has become a body language expert and unconscious influence expert to ABC, Fox, the BBC, the New York Times, and many others. He holds a doctoral degree in psychology and has studied extensively in the fields of influence, hypnosis, and nonverbal communication.