



## **The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!**

*Kevin Hogan*

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## **The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!** Kevin Hogan

New secrets to getting what you want every time

The Science of Influence shows readers how to get anyone to say "yes" in eight minutes or less. Synthesizing the latest research in the field of influence with real-world tested experiences, it presents simple secrets that help readers turn a "no" into a "yes." Every secret in this book has been rigorously tested, validated, and found reliable academically and in the real world.

Readers learn dozens of all-new techniques and strategies for influencing others including how to reduce resistance to rubble; send unconscious nonverbal messages that are consciously undetectable; make people feel instantly comfortable in your presence; decode body language; build credibility; and be persistent without being a pain.

The Science of Influence turns the enigmatic art of influence and persuasion into a science anyone can master.

Kevin Hogan, PsyD (Eagan, MN), is a dynamic motivational speaker and expert on unconscious influence and body language for the BBC, the New York Post, and such popular magazines as Cosmopolitan and Playboy. He teaches Persuasion and Influence at the University of St. Thomas Management Center. He is the author of 12 books including bestsellers such as Irresistible Attraction: Secrets of Personal Magnetism and The Psychology of Persuasion.

## **The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!**

### **Details**

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Author : Kevin Hogan

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## From Reader Review The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less! for online ebook

### Billie Pritchett says

Kevin Hogan's *Science of Influence* is about how to influence people, in work or daily life. When I first saw this title, I was afraid of it, thinking, like some other people out there, I'm sure, that the word 'influence' as a noun or verb is often synonymous 'manipulation' or 'manipulate,' respectively. But that implies that the intention is sinister. The truth is that even though someone who is unscrupulous could use these tools for ill, that is not the intention.

Hogan basically wants to show people that due to a number of genetic tendencies and psychological mechanisms people could be influenced using different strategy sets, either to set conditions for the sale or to provide people with reasons to accept an offer. Anybody from a person trying to resolve conflicts with his or her significant other to a top-level salesperson could benefit from this knowledge, and nobody should be without it. Many of the strategies, you'll notice, you already use in everyday life, no matter what your problem or line of work may be, but this is just a more systematic and well-supported version of that information, in large part.

The reason I did not give it more stars, by the way, is because there were parts of the book that could have benefited from being a little better organized or some of the conceptual distinctions being clearer. For example, in one part of the book Hogan provides a list of characteristics a person should have or acquire before he or she wants to convince another person of something. Among the listed were "competence" and "expertise." Then later when talking about what competence is, he writes that it's identical to expertise. Then what of the conceptual distinction? This might seem a minor quibble, but the reader will see other kinds of examples; this is just the first that comes to mind.

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### Ram Ramalingam says

I never understood the allure in the Dale Carnegie, Cialdini schools of books until I read this one. This is a modern rendition of those old classics, and hence thankfully a little more scientific. About half the book brings out good ideas on cognitive science and behavioural economics that cause certain ideas, presented in a certain way to be more effective and better received by the world at large. Some of the book (the earlier parts - delta method etc) was the classic snake-oil stuff that Dale tried to sell.

On the whole, certainly worth a read and repeated referring. Is a good reference companion to serious reader, when accompanied with good books like - Thinking Fast and slow, or other Dan Ariely type books.

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### TheGirlWithTheHeartShapedGlasses says

It's a useful book for people running business than other self-help books. There are so many tricks which is based on researches. Like changing your voice, breathing and movements according to another person, showing future and possible regrets people for persuading them on an idea, changing personal environment and including family factors etc. to affect people, scaring people and then giving them solutions

to persuade them for an opinion, changing form of sentences to increase purchases, talking about somethings downsides too so that you can look more honest etc. In brief book has ideas which should be considered. But I have to say that those methods might corrupt the nature of communication (by manipulation) and the idea of its based on using people's weaknesses does not seem too ethical to me.

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### **John Wignall says**

Manipulative techniques that make me sad for humanity.

Are sales people really that dead inside?

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### **Sabrina says**

I am so conflicted about this book. The content is interesting, and likely very valuable to those in sales. However, it is presented so poorly that it is difficult to make use of the material.

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### **Elwirka says**

Kevin Hogan way of writing is very unpleasant for me. Chaotic and not ordered, his books seem to be written from head, without an effort to make it pleasant to read and well accessible for reader. However his knowledge is valuable and his observations are surprisingly accurate. Lot of inspirations for non-profit campaigns and interesting facts about marketing oriented on women.

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### **♥ Lady black cat ♥ says**

the book is mainly written for business people, sales. But it has general informations for general audience too. There are several clever techniques that could improve your sales if they are correctly applied. I think, you should note down these, while reading. Also, the book has some facts about human mind and how people make choices, decisions. These are quite interesting. I like these parts more than other parts. I would love to read other books of the author for mind-matters, body language etc. You should take a look!

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### **Lori says**

A straightforward title for this book would be: "How to Manipulate in 8 Minutes or Less!"

## Abdullah Baghawitah says

## **Mansor Al-shehri says**

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## Loy Machedo says

## Loy Machedo's Book Review - The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less! By Kevin Hogan.

I came to know of Kevin Hogan through Jeffrey Gitomer's Vegas Seminar. He was one of the Speakers featured at the Seminar and so I eagerly waited for his turn to come up on to the stage and speak. Seems he was the best in the country – so why not!

He walked up on to the stage and then it began.

First my eagerness turned into surprise, from surprise to disgust and then it was just absolute boredom – with me waiting for him to finish his talk so that I could listen to the next speaker.

I have no idea what he spoke about. The only thing I do recollect is that he was horrible.

Now, when I found out he was the author of this book I purchased accidentally – which supposedly was a best seller, I kind of had the feeling that maybe I misjudged this guy. Maybe it was one of those ‘bad-hair-day’ kind of moments for him. Maybe he was a good Speaker, Writer and Trainer. I mean you can’t blame me for a guy having a bad opinion because he gave a bad speech and then he has a website that sucks!

So now comes his book.

Let me tell you this bit. I browsed online to see what were the reviews others had about his book and I was a wee-bit surprised that he was practically hammered by his critics.

For instance, his book title 'The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!', valid questions were being asked as to Why 8 minutes? Why not 9? Or 11? What about 4 minutes or less? Who came up with this number?

And then the other critics hammered him of plagiarism – taking material from Robert Cialdini's book to using material borrowed from the works of Kahneman and Tversky. He was also profoundly criticized to making the book bland, boring and bitter. In fact the most humorous of them all was the mockery of his 'models' with ambitious scientific sounding names like "Delta model", "Omega Strategies" or "Secret of Oscillation".

In fact if I had any criticisms about this book, it would be simply this – the material was repetitive and rephrased to sound new over and over again to the point you would just turn back the previous pages to see if he had accidentally repeated those phrases. In fact, my biggest shock was this. At first I was totally mesmerized by his book and concepts. However, after I finished reading this book and when I began writing notes, I realized he had just simply dragged on a singular concept and made it sound totally sophisticated and powerful with his so called 'subliminal' use of words. And this in turn can be made to look manipulative in nature. So overall, it would give you the feeling the author is trying to take you on a ride, rather than sincerely educate you towards becoming a Master at the Art of Persuasion.

So does this book have nothing at all to offer you other than these critical points?

Not actually.

The very fact that I was drawn to this book with a sense of curiosity and intrigue is proof enough that there was something worthwhile about this book. In fact, the desire to get into shape and lose my belly is all thanks to Kevin Hogan who clearly put it that if we do not focus on looking attractive – the chances of success come down considerably – something that I believe totally. (but here the question is why isn't he following his own advice?)

So what's the final verdict?

A book that would have people either finding it a total waste of time or a book that can give you a few nuggets. So since I found it in between two worlds, I would still give him a few plus points based on the fact that though most of it was just over-hyped fluff, the few good worthwhile points (20%) was worth purchasing the book. Only suggestion Mr. Hogan – please redo your website, find out why the hell your book is being shared all over the world wide web for free( I downloaded a free copy though I purchased the original from Amazon) and finally, please for Jupiter's sake – improve the content of your Public Speaking Appearances.

Overall Rating

4 out of 10.

Loy Machedo  
loymachedo.com

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## **Eslam says**

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## **JP says**

I was unexpectedly impressed by this book.. Based on the title, I anticipated a lot of NLP-style techniques. (I even selected it on that basis, thinking it would provide me some examples at the other end of the spectrum to reference in an upcoming presentation. Instead, I found a very readable presentation, grounded in real psychology, but written for practical, everyday use. Hogan's sensational title follows his own principles about framing and getting small commitments right away. Many of the specific selling tactics I'm now more likely to guard against than use, but his book is definitely credible and instructive.

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## **Haytham Badawey says**

This book is one of the best books I've read so far. The author analyzes influence tools and techniques from both scientific (psychological) perspective and practical perspective.

The book discusses how people usually make decisions based on trivial criteria and not on rational reasoning, which is a good opportunity for manipulating them into following the choices you provide them, it's straight forward, but needs to be read multiple times.

The chapters are concise and to the point, this book is very interesting and amusing! I totally recommend it.

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## **Memmedaga Memmedov says**

Yazarın daha önce okumu? oldum 'Konu?arak ?kna Psikolojisi' kitab?nda da okuyucu sat?? eleman?ym?? gibi anlat?ld?? yerler vard? ama bu kitab?nda bu durum daha a??r basm??.

Halbuki her konuda kar??daki ki?iyi ikna edip onay alma durumu olabilir. Örne?in, bir bayana evlenme teklif edecek?im, 'evet' cevab? almak için kitab? okuyorum diyelim, pek bir katk?s? olmayacaktır. Sektör olarak Pazarlama/Sat?? bölümünde olmad??m için yar?da b?rakmak durumunda kald?m.

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