

# The Principles of Professional Persuasion

*by Matthew Kimberley*

**An exclusive sneak-peek for friends of Grant Baldwin**

Over the last two decades I've been a bad salesperson, a mediocre salesperson and a sometimes-highly effective salesperson.

I've also consistently sold stuff, irrespective of whether I was - at that particular moment in time - either bad, mediocre, or rather good.

Which made me think:

If the worst salesperson in the world, pitching a terrible product to a cold crowd, could still sometimes make a sale ... then this stuff must be quantifiable and learnable.

If I could identify the elements (beyond pure luck) that go into getting people to say "yes" then, in principle, even the poorest pitchmen could improve their chances of closing deals and getting buyers onside.

So, after MUCH reading and study and distillation of the core principles taught by the teachers that went before us, I've identified the 16 Principles of Professional Persuasion.

They are exhaustive, but this cheat-sheet isn't. **Your overview is on the next page.**

If you'd like to learn more about me, and find out the five things you should be doing every single morning to get more clients, then you need to head on over to grab my workbook:

**[5 Things You Need To Do Every Morning To Get More Clients In 60 Days](#)**

It will cost you your email address.

In the meantime, I'm developing these Principles of Professional Persuasion into a meatier study-guide, and you'll be the first to hear about that.

THANK YOU,

A stylized, handwritten signature in black ink, appearing to read 'Matthew Kimberley'.

Matthew Kimberley  
Identifier, Principles of Professional Persuasion

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*note: you'll want to apply these SEQUENTIALLY whenever possible.*

Combine this list with [my verbal overview from this interview](#) to be certain that you're getting the big picture of what each important element means ...

**1. Qualification**

**2. Control**

**3. Likability**

**4. Credibility**

**5. Expert Endorsement**

**6. Problem**

**7. Solution**

**8. Benefits**

**9. Social Proof**

**10. Pre-empt objections**

**11. Offer**

**12. Bonus**

**13. Risk Reversal**

**14. Scarcity**

**15. Urgency**

**16. Close**

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