



# The World's Most Powerful Written Persuasion Techniques

*Lou Larsen*

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## **The World's Most Powerful Written Persuasion Techniques** Lou Larsen

How would you like to make your pen mightier than the sword...or a cannon? No matter what your (line of work), at some point we all need to persuade people through our writing.

Everything from emails, business letters, proposals, Tweets, blog posts, blog comments, forum postings, memos, notes to co-workers, and love letters sometimes need a healthy dose of persuasion to get the receiver to do something... or feel a special emotion.

Well, in just a few minutes from now you will have on your Kindle all the information you need to create incredible persuasive written communications.

There's no need to use threats or sweet talk to try and get what you want. All you need to do is use a few of the psychological principles that are in this book to:

- \* Sell more...plus up-sell and cross sell more as well...no matter what you're selling (product, service, or idea)...
- \* Change people's minds...
- \* Get people motivated to take action...
- \* Get a friend, co-worker, loved one or neighbor to STOP doing something that annoys you...
- \* Get someone to make a commitment...
- \* Get politicians to help your cause...

Here's your chance to get your hands on the same tools of influence the world's most successful and powerful writers use.

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