

The Result Triangle

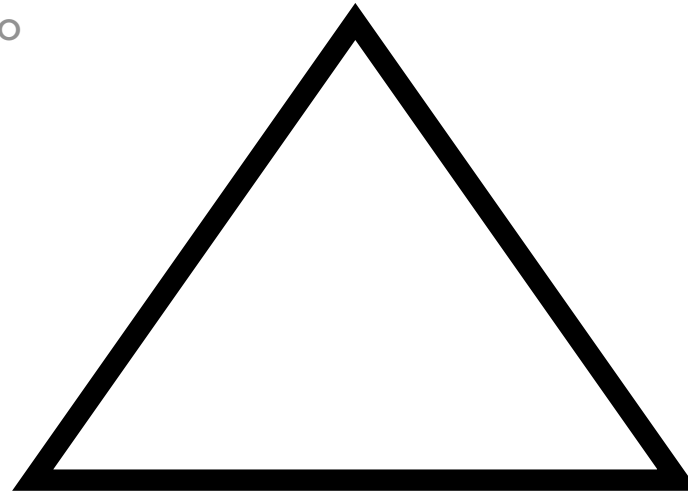
How to get people to do what you want them to do

1 clarify the goal

Figure out what you're trying to accomplish as precisely as you can. The real goal is often not what you first think it is. Boil it down to its essence.

2 show you care

Showing that you care makes people like you better, and people prefer to do things for someone they like.



3 address the fear

People's fears are what keeps them from doing what you want. By addressing those fears, you help people get past them. Even if you can't prevent those fears from coming true. Simply addressing the fear helps make them want to do what you want them to do.
