

Ten 'Golden Rules' for persuading other people.

#1 Build trust

#2 Build empathy

#3 No lies – no exaggeration

#4 Build you case from the bottom up

#5 Keep it snappy

#6 Stick to the point

#7 Limit your reasons

#8 Be confident – believe in your story

#9 Look watch and listen to their reactions

#10 Different folks need different strokes