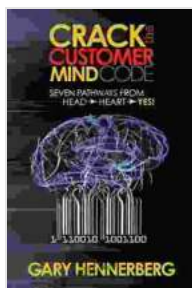


# Unlock the Secrets of Influence with "Seven Pathways From Head To Heart To Yes"

Are you tired of struggling to get people to see your point of view? Do you find yourself constantly trying to convince others, only to be met with resistance?



## Crack the Customer Mind Code: Seven Pathways from Head to Heart to Yes! by Gary Hennerberg

★★★★☆ 4 out of 5

Language	: English
Paperback	: 250 pages
Item Weight	: 15.5 ounces
Dimensions	: 6 x 0.57 x 9 inches
File size	: 1262 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 238 pages
Lending	: Enabled



If so, then you need to read "Seven Pathways From Head To Heart To Yes". This groundbreaking book by renowned influence expert Paul A. McKenna reveals the science-backed methods for influencing people and achieving your goals.

McKenna has spent decades studying the art and science of influence. He has worked with some of the world's most successful leaders, negotiators,

and salespeople. And in "Seven Pathways From Head To Heart To Yes", he shares his insights and techniques with you.

This book is not about manipulation or mind control. It's about understanding how people think and behave. And it's about using that understanding to create a persuasive message that resonates with your audience.

McKenna identifies seven pathways to influence. These pathways are:

- **The Path of Reason:** This pathway appeals to the logical side of the brain. It uses facts, data, and evidence to support your argument.
- **The Path of Emotion:** This pathway appeals to the emotional side of the brain. It uses stories, images, and metaphors to create an emotional connection with your audience.
- **The Path of Credibility:** This pathway establishes your credibility as an expert. It uses your knowledge, experience, and reputation to build trust with your audience.
- **The Path of Authority:** This pathway uses the power of authority to influence people. It appeals to our natural tendency to follow those who are in positions of power.
- **The Path of Reciprocity:** This pathway uses the principle of reciprocity to influence people. It shows them that you are willing to give before you ask for anything in return.
- **The Path of Scarcity:** This pathway creates a sense of urgency by showing people that something is in limited supply. It uses words like

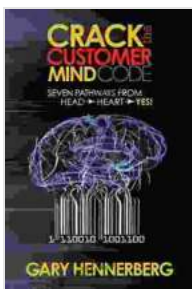
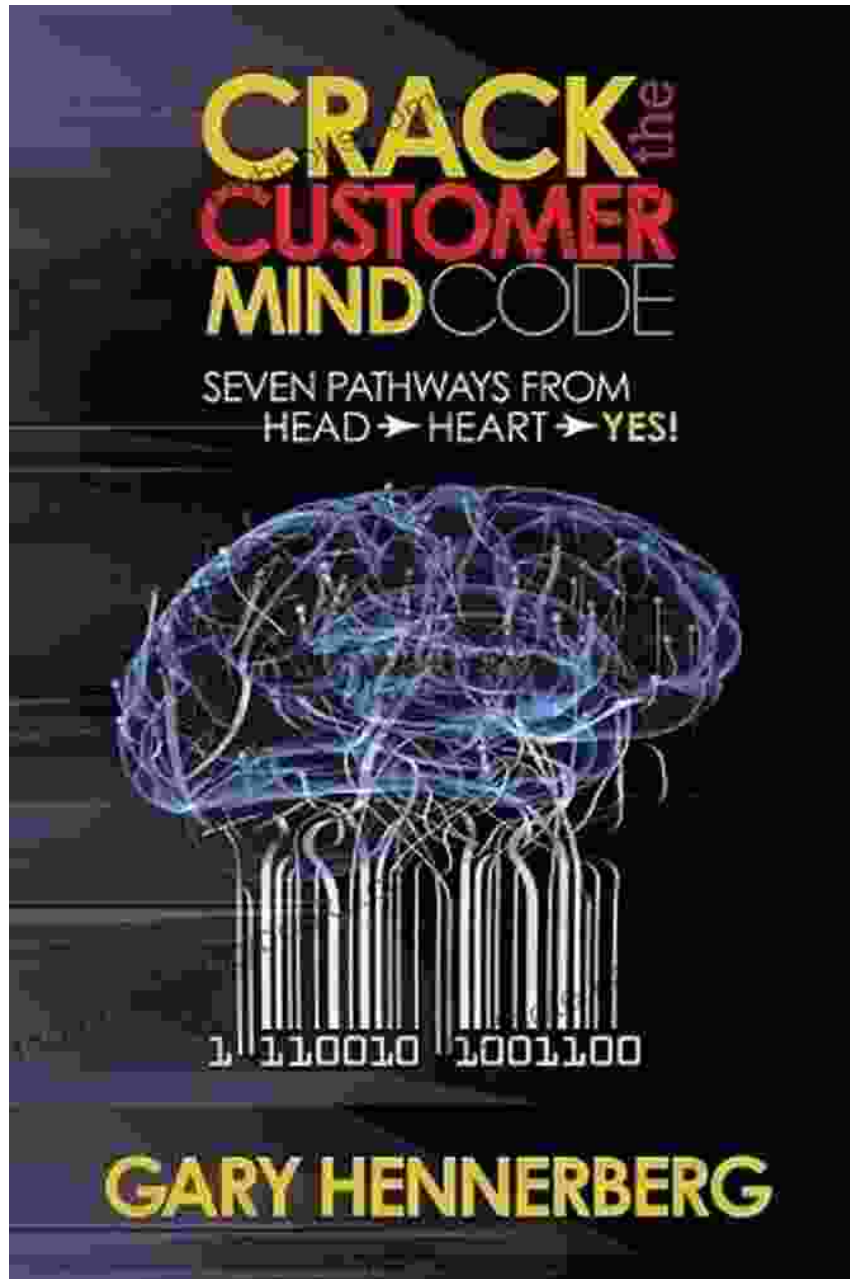
"limited time offer" and "only available while supplies last" to create a sense of urgency.

- **The Path of Consensus:** This pathway uses the power of social proof to influence people. It shows them that others are doing or thinking the same thing, which makes them more likely to do or think the same thing themselves.

McKenna shows you how to use these pathways to create a persuasive message that resonates with your audience. He provides real-world examples and exercises to help you put his techniques into practice.

If you want to be more influential, then you need to read "Seven Pathways From Head To Heart To Yes". This book will teach you the science-backed methods for influencing people and achieving your goals.

**[Click here to Free Download your copy today!](#)**

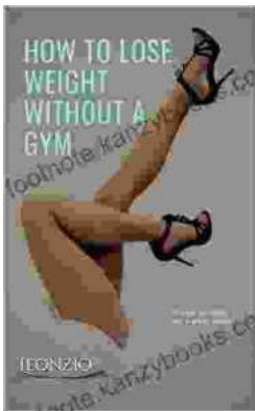


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