

# THE EXTRA POINT

BY JERRY ROBERTS



## # 1094 The Art of Persuasion — in Quotes

Are you easily persuaded? Some people say the whole world spins on persuasion. Today we look at quotations that deal with the persuasion of others. I'm Jerry Roberts and that's next, on the The Extra Point.

The word is persuasion, and let's see what people have said about that.

1. *"Persuasion is the process of transforming a person's attitudes, beliefs, and intentions so they will take action that is in line with your goals."*  
— Author Robert Cialdini
2. *"Character may almost be called the most effective means of persuasion."*  
— Aristotle, Greek philosopher
3. *"Persuasion is the art and science of getting people to say 'yes' to a proposition."*  
— Advertising genius, David Ogilvy
4. *"Persuasion is the art of influencing human behavior without using force or threats."*  
— Science fiction writer, H.G. Wells
5. *"Persuasion is a battle of minds."*  
— Jim Rohn, motivational author and speaker
6. "One of the best ways to persuade others is with your ears — by listening to them."  
— Dean Rusk, U.S. Secretary of State
7. *"The act of persuasion is the act of carrying through the other person's desires. We want to persuade people because they want to be persuaded."*  
— Jonathan Haidt, Professor of Ethical Leadership at New York University
8. *"The real persuaders are our appetites, our fears, and above all our vanity. The skillful propagandist stirs and coaches internal persuaders."*  
— Eric Hoffer, author and moralist
9. *"Don't raise your voice, improve your argument."*  
— Desmond Tutu, South African Anglican bishop
10. *"Persuasion is the art of changing others' attitudes or behavior without them realizing it."*  
— Colin Crouch, political scientist
11. *"If you need to invoke your academic pedigree or job title for people to believe what you say, then you need a better argument."*  
— Neil deGrasse Tyson, astrophysicist
12. *"If you can't persuade them, confuse them."*  
— French emperor, Napoleon Bonaparte
13. *"If you can get people to believe a lie, you can get them to do anything."*  
— Oscar Wilde, playwright
14. *"Compelling reason will never convince blinding emotion."*  
— Richard Bach, novelist
15. *"The will to believe is more important than the will to know."*  
— Robert M. Pirsig, a philosopher who wrote books about morals and values
16. *"Spreading hope and persuading those without it to believe one more day, is accepting a role in divine intervention."*  
— Jerry Roberts

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