INDEX

A
Absinthe, 71–72
Accountability, coaching and, 186
Action steps:
  Applied Propaganda, 43–44
  beliefs, 108–109
  cult following, 164–167
  emotional controls, 75–76
  endorsements, 87–88
  experience delivery, 140–141
  legend packaging, 60
  message contagion, 16–18
  People’s Media, 126
  word usage, 156–157
“Act locally, think globally,” 38
Actor, seeing job of persuader as, 140
Adams, Tim, 26, 32
Advertising, 22–23, 41
  layers of persuasion and, 172–173
  unethical, 105
Ahmed, Eqbal, 39
AIDS information, framing of, 28–29
Ambiguity, phonological, 152–153
American Psychiatric Association, 47
American Red Cross, 28–29
American Tobacco Company, 27–28
Analogies, use of, 153–154
Annan, Kofi, 29
Antagonist, of story, 53–54, 57
Anticipated pain, as key emotion, 65
Apple Computer, 159, 161
Applied Propaganda, 21–44
  action steps for, 43–44
  advertising distinguished from, 22–23
  Bernays’ skill at, 23–35
  leveraging of, 35–39
  strategy for, 39–43
  vocabulary and, 21–22
Approval, as key emotion, 66
Arbenz, Jacobo, 33
Armas, Carlos Castillo, 34
Atmospherics, 135–137
Attention, getting with words, 144–146
Audio endorsements, 79–80
Audio podcasting, 124–125
Authority, obedience to, 101
Automobiles, belief creation and, 96–98
Avatars, 115

B
Bacon, selling of, 29–30, 36–37
Bartlett, Dan, 99
Bauer, Joel, 59
Beechnut Packing, 29–30, 36–37
Beinhart, Larry, 48
Beliefs, understanding of, 89–109
  action steps for, 108–109
  beliefs as survival, 92–94
  biology and, 94–96
  creating new beliefs, 100–106
  creating persuasive beliefs, 106–108
  evidence and, 96–98
Beliefs, understanding of (continued)
  instant understanding and, 98–100
  leveraging of, 13–16
  message transmission and, 4–10
  programming and, 90–92
  stored in procedural memory, 12
  in stories, 54
  target audience and, 17
  understanding of, 89–109
Bernays, Anne, 28
Bernays, Edward:
  Coolidge and, 30–32
  Guatemala and, 32–34
  lessons from, 36–39
  public relations concept and, 23–24
  quoted on propaganda, 30, 36, 106
  selling of bacon by, 29–30, 36–37
  selling of tobacco by, 27–28, 37–38
  “selling” of war by, 24–26
Biography, beliefs and, 94–96
*Biology of Belief: Unleashing the Power of
  Consciousness, Matter, and Miracles
  (Lipton), 94
Blogs, 70, 118–120
Bold Approach, 15–16
Bonding, shared emotions and, 75
"Born in the U.S.A" (song), 144
Branding, 48
Breathe Wellness Spas, 134–135
Brill, A. A., 27
Buffet, Jimmy, 159, 160, 165
Bumiller, Elisabeth, 99
Bush, George W., 98–99
Buyer, as hero, 138–140
Bzzagent.com, 86

C
Campbell, Joseph, 51
Canon Powershot SD series cameras, 80, 121
Carville, James, 148
Celebrity, key emotions and, 66
Change, coaching and, 186
Chernow, Ron, 27–28
Chevrolet, belief creation and, 96–97
Chomsky, Noam, 24, 94
Cliffhanger, creating to capture attention, 145–146
Clinton, Bill, 155
Coaching, as marketing component, 123, 183–190
Cochran, Johnny, 42–43
Common knowledge, creating, 41
Communication, with cult followers, 167
Companies, endorsements from, 78
Compliance, with idea, 100–102
Conclusion, of story, 56–57, 58
Confirmation bias, 90
Conflict, of story, 53–54, 57
Connectedness, cult followings and, 161–162, 164–165
Consequences, emotions and, 66
Consistency, word use and, 147–148
Conversation domination, media and, 115
Coolidge, Calvin, 30–32
Copywriters Board, 116–117
Core beliefs, 91
Covert language, 151–154
Credibility, of endorser, 79–80
Creel, George, 24
Creel Committee, 24–25
Cult following, 159–168
  action steps for, 167–168
  appeals of, 160–163
  building of, 163–165, 170
  companies with, 159–160
  leading of, 165–167

D
Damasio, Dr. Antonio, 65
Darfur conflict, 34–35
Dawkins, Richard, 96
Declarative memory, 11
Desire, as key emotion, 64
Digg.com, 120
Digital cameras, 80, 121
Direct questioning, target audience's
  episodic memory and, 17
Donations, as indirect endorsements, 85
Dulles, John Foster, 34

E
Education:
  cult following and, 164
  propaganda and, 36
Elevator pitch, 59, 60
Emotions, controlling, 63–76
  action steps for, 75–76
  bonding and, 75
  list of key emotions, 64–66
  rituals and, 71–75
  setting up emotional appeal, 67–71

Endorsements, 77–88
  action steps for, 87–88
  components of persuasive, 79–80
  connecting with endorsers’, 80–84
  indirect/implied, 84–87
  social proof and, 77–78
  from third parties, 29–32, 79–80

Endurance, momentum and belief creation, 106

Episodic memory, 11
  leveraging of, 14
  target audience and, 17

Ethics:
  coaching and, 186
  expertise and belief creation and, 102–103

Evaluation, of responses to message, 18

Events, cult following and, 163–164

Evidence, beliefs and, 96–98

Exclusive access, cult following and, 162

Expectations:
  experience delivery and, 128–129
  as key to memory, 12

Experience, delivering of, 127–142
  action steps for, 140–141
  atmospherics and, 135–137
  buyer as hero, 138–140
  expectations and, 128–129
  fantasy and, 130–135

Expertise, belief creation and, 100–102
  ethical, 102–103

Facebook.com, 122

Fantasy, experience and, 130–135

Fast Company magazine, 162

Fear, as key emotion, 65

Feedback, 173

Flattery, as key emotion, 65

Flexibility, momentum and belief creation, 106

Focus groups, target audience's episodic memory and, 17

Folded idea, 9

Fortin, Michel, 116

Frequency of message, media and, 114

Friedman, Russell, 133

Fun, cult following and, 164

Gender, seduction and, 173

Global warming, belief creation and, 96–98, 102–103

Gore, Albert, Jr., 32

Gortner, Marjoe, 130

Gossage, Howard, 8, 145

Grief Recovery Institute, 133

Guatemala, 32–34

Guideon.org, 133, 141

Harley-Davidson, 161

Hate, as key emotion, 66

Hero, buyer as, 138–140

Hero Product Placement, 87

Hook, of story, 52–53, 57

How Customers Think (Zaltman), 47

How To Persuade People Who Don’t Want To Be Persuaded (Bauer), 59

Hubbard, Ruth, 95

Humor, coaching and, 186

Identity, cult following and, 162–163

Implied endorsements, 84–87

Inconvenient Truth, An (film), 32

Independent third-party endorsements, 29–32

Indirect endorsements, 84–87

Influence, coaching and, 186–187

Influence groups, message contagion and, 18

Innovation, momentum and belief creation, 106

Instant understanding, 98–100

Intent, as key, 39

Internet, audience information on, 70

Introjection, coaching and, 185
INDEX

J
Jain, Dr. Rachna, 123, 183–190
Jensen, Derrick, 23
Joyner, Mark, 145

K
Kagan, Jerome, 47
Kapila, Mukesh, 35
Kennedy, John F., 155
King, Martin Luther Jr., 155
Kirsch, Irving, 95
Kotler, Phillip, 135–136

L
Language, see Vocabulary; Words, subliminal power of
Law of reciprocation, 83
Lee, Bruce, 105, 106
Legend, packaging and positioning of, 45–61
action steps for, 60
creating new legend, 50–51
deconstruction of current legend, 49–50, 60
elements of good, 51–60
emotions and, 71
leverage and, 45–48
Lester, Gregory W., 93, 100, 104
Lettman, David, 32
Levin, Diane, 92
Lippmann, Walter, 31
Lipton, Bruce H., 94
Live endorsements, 79–80
Loss, as key emotion, 65
Love, as key emotion, 66
Lucky Strike cigarettes, 27–28
Lust, as key emotion, 64

M
Magic:
belief creation and, 103–104
experience and, 128
Maher, Bill, 146–147
Markets, creating of new, 36–37
Masson, Jeffrey Moussaieff, 90
McDonald’s, 92
Media, 41. See also People’s Media
“back-of-napkin” strategy for, 43–44
choosing appropriate, 40–41
message contagion and, 18
Media events, 32
Memory:
accuracy of, 47
three types of, 10–13
Mercury Theater of the Air, 103–104
Message, breaking down, 40
Message contagion, creating, 1–19
action steps for, 16–18
connecting messages for persuasiveness, 10–16
spread and acceptance of messages, 4–10
transmission channels, 5–6
Meta-message, of story, 52, 57
in elevator pitch, 59
Metaphors, use of, 153, 154
Micropersuasion.com, 119
Milgram, Stanley, 101
Milgram Experiment, 101
Miller, Dennis, 146–147
Momentum, exploiting of, 105
Myth model of narrative, 52–60

N
Narrative, see Legend, packaging and positioning of
Networking groups, message contagion and, 18
Neurolinguistic Programming (NLP), xvii, 151–152
“New eyes,” seeing with, 37–38, 43
New York Times, 99

O
Observation, target audience’s episodic memory and, 17
One on One message contagion, 18
Online video, 120–122
Open-ended questions, 148–150
Organic foods, leveraged belief in value of, 13–16
Organizations, endorsement from, 78
Our Brand Is Crisis (film), 148
Overt acts, 32
Index

P
Paid endorsements, 81–82, 85
Pain, anticipated, as key emotion, 65
Parent-child idea transmission, 5–6, 14
Parker, Dorothy, 30–31
People’s Media, 111–126
  action steps for, 126
  blogs, 118–120
  lessons from traditional media, 113–117
  online video, 120–122
  podcasting, 124–125
  power of, 112–113
  self-publishing, 125
  social networks, 122
  teleseminars, 123–124
Persona, creating, 17–18, 46, 116
Personal experience, target audience’s episodic memory and, 17
Persuasion, defined, 10
Persuasion: The Art of Getting What You Want (Lakhani), 17–18, 39, 125
Phonological ambiguity, 152–153
Photo ops, 32
Pig Who Sang to the Moon: The Emotional World of Farm Animals, The (Masson), 90
Pity, as key emotion, 65–66
Placebo effect, 94
Pleasure, as key emotion, 65
Podcasting, 124–125
Power of suggestion, 95
Praise, cult following and, 165
Predictability, importance of, 170
Presley, Elvis, 165
Procedural memory, 11–13
Product acceptance, as indirect endorsement, 85
Product placement, 86–87
Product reviews, as indirect endorsements, 85
Programming, beliefs and, 90–92
Proof, providing in story, 55
Propaganda, versus education, 36.
  See also Applied Propaganda
Propaganda (Bernays), 23, 26
Proust, Marcel, 37–38
Public relations, understanding process of, 41.
  See also Applied Propaganda
Publishing, People’s Media and, 125
Q
Questions:
  appeals and effective, 67–69
  asking direct, 17
  asking powerful, 148–150
R
Reagan, Ronald, 42, 155
Recognition and rewards, 107–108
Relentlessness, 39
Repetition, value of, 39, 41, 107, 116
Reputation management, 116–117
Research, target audience’s episodic memory and, 17
Revelation, in story, 54, 58
Rewards and recognition, 107–108
Rituals, emotions and buying, 71–75
Robinson, Dr. Tom, 92
Ross, Lee, 96
S
Schneider, David J., 94
Schor, Juliet, 100
Schwartz, Howie, 115
Scion, 159
Seduction, 169–175
  layers of persuasion and, 171–173
Self-publishing, 125
Semantic memory, 10–12
Sensationalism, media and, 114–115
Sentences, keeping short, 146–147
Sethgodin.typepad.com, 119
Shame, as key emotion, 65
Short-term semantic memory, 11–12
Sierra Club ads, 8
Simple words, value of using, 146–147
Social networking sites, audience information on, 70
Social networks, 122
Social proof, 41, 77–78, 107
Sound bites, 42–43
Spa experience, 134–135
Speeches, studying great, 155
Spokesperson, cult following and, 166
Sponsorships, as indirect endorsements, 85
INDEX

Status, key emotions and, 66
Stauber, John, 23–24
Stefansson, Vilhjalmur, 105
Storytelling, see Legend, packaging and positioning of
Strasburger, Dr. Victor, 92
Street teams, 85
Stumbleupon.com, 120
Subliminal persuasion, process of, 7–8
Success, cult following and, 164
Suggestion, power of, 95
Survival, beliefs as, 92–94

T
Taflinger, Richard F., 90–91
Target audience:
  determining need and wants of, 38–39, 67
  finding audience beyond, 37
  need to define, 2–4, 17
  need to determine, 40
  understanding self-perception of, 27
Technorati.com, 120
Teleseminars, 123–124
Televangelists, 131
Tension, creating with words, 145–146
Testimonials, see Endorsements
Think Two Products Ahead (Mack), 83
Third-party endorsements, 29–32, 79–80
Thompson, Dorothy, 104
Tobacco, selling of, 27–28, 37–38
“To Catch a Predator” (television show), 115
Toxic Sludge Is Good for You: Lies, Damn Lies, and Public Relations (Stauber), 23
Trends, creating new, 38
Trusted advisor, positioning self as, 188–189
Trusted sources, traditional media as, 113
Tye, Larry, 27, 29, 34

U
Unethical advertising, 105
United Fruit Company, 32–34
Urban myths, spread of, 6–8

V
Van’s Shoes, 159
Video, online, 120–122
Video endorsements, 79–80
Vocabulary. See also Words, subliminal power of
  Applied Propaganda and, 21–22
  emotions and, 70
Volvo, 9

W
Wag the Dog (Beinhart), 48
Walker, Jim, 92–93
War, “selling” of, 24–26
War of the Worlds The, (radio play), 103–104
Wells, H. G., 103–104
When Children Grieve (Friedman), 133
Williams, Roy, 144
Wilson, Woodrow, 25
Wizard Academy, 144
Words, subliminal power of, 143–157. See also Vocabulary
  action steps for, 156–157
  getting attention with, 144–146
  painting pictures with, 150–151
  studying use by great communicators, 154–156
  using consistent, 147–148
  using covert language, 151–154
  using powerful questions, 148–150
  using simple, 146–147
Worldview, cult following and, 163, 165
World War I, “selling” of, 24–26
Written endorsements, 79–80

Z
Zaltman, Gerald, 47
Zeigarnik, Bluma, 145
Zeigarnik Effect, 145–156
Zinn, Howard, 34