

Influencing the 1,000,000 Email March

This discussion is built from a close application of Robert B. Cialdini 2007 book "The Psychology of Persuasion"

The premise is we need to start over with how society influences the minority and poor to want growth education, economics, emotions and ethics. Would 1,000,000 emails per day into the consumer base of this nation start changing that influence? Would those messages reach mother and influence her to a more positive expectation.

Our thinkers and powerful leaders of the structures leading to positive or negative performance will never admit they are in the way of creating 100% kindergarten readiness. But it will be the grassroots that gets it all together under a banner of first things first right the first time one size fits one (FTFRTFT). This will be prompted by effective citizens and the business community that sees the developmental dead end of the present structures for timely investing in our most at risk children before it is too late.

It is going to be important to convert FTFRTFT thinking into a powerful influence that goes to the heart of building an at risk child to be the best they can be. That process needs to go through mom and family. In order to make a new influence powerful enough to offset the old influence some local thinking needs to take place and new influences needs to be created. The present reality tree of influence needs to be organized for change around these key words of influence. Each location might be different.

The future reality tree could be created in words along the lines of the three laws of performance. Local leadership must strike a difference between the past and the future.

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Starting from a local base of influence how can the new take over and trump the old? An answer to this is required for each and every local and personal effort to deliver 100% of the at risk children to kindergarten really ready to read. Too much? It will be too much if the local restart does not redo the first things first outcomes expected. **Business has to create the 1,000,000 Email March with promotion and advertising.**

Let us be specific with the words. Our at risk poor and minorities communities have been influenced to accept that -- **they are not required to get their children really ready to read before kindergarten to make their children and themselves most successful.** They have been influenced to not think deeply about the disciplines of first things first right the first time to create the most for the least cost. They have been influenced to not contrast their choices for good better and best considering an arc of the future of 80 years after the child starts kindergarten.

Key words for you and your significant others and your physical and psychological exploiters who are attempting to get automatic consent for their cash flow in an increasingly complex and risky automatic 21st century.

Reciprocation

The human social systems are wired to give a gift, accept a gift, and repay the gift around an obligation to give something in return. The obligation to give, to receive, and repay can generate unwanted choices of indebtedness because of unwanted and uncomfortable feelings of being beholden. Nobody wants to be disliked for not engaging and reciprocating a gift or a concession. Often one is presented by too much of a request and a retreat to a more reasonable request is used to create a commitment to action and consistency with stated positions. It can become uncomfortable when positioned with responsibility, especially when just doing as expected provides some satisfaction in public.

The way out of this influence is to give back the original gift or not take it to start. Avoiding the commitment to give back can be risky because it can be positioned as anti-social. Once the gift is seen for what it is there is a window to just return it because of understanding, but the window does not stay open forever.

Commitment and Consistency

Simply we are obsessed and stubborn to be consistent with what we have already done. Done includes making a commitment to a choice, path or outcome.

Consistency is valued as a character trait. Without it lives would be difficult, erratic, disjointed and influence would not be predictable. Consistency actually reduces thinking. Starting with small commitments they are often built upon to exceed reasonable when the contrast, difference and comparison can be at the highest levels.

A foot in the door, or a small and trivial issue of basic agreement like freedom. What is freedom really? Our freedom today does not look anything like 1776 freedom. 1776 freedom has been changed by many a foot in the doors, mostly for good reasons.

Can the commitment be reduced to writing and or declaration and or goal statements? Extra effort, especially physical, to create this writing adds to the expectation for consistency. The because word is often used in relation to the commitment.

The way out of this influence is to actively drop the commitment to foolish consistency with the logic of solid because thinking. Blogs and comments in the social media are expected to be consistent and should be considered permanent when the because is logical. Don't say anything is good advice, especially without proper qualification.

Social Proofing

We use what other people think say and do to resolve and mold our thinking. This can be used to stack the influence in many ways and is in essence politics. The more unsure we are the more social proof of "correct actions" we use. The more complex our life is made the more social proof is used. How "correct actions" are shown and demonstrated will influence us; social proof is a very strong influencer and is used all the time. When inaction snowballs, specific direction to specific persons who actually are unknown will get the action flowing again. It is very easy to be under the influence of social proof.

The way out of this influence will rarely be to totally disconnect. When the proof is fake or weak we should withdraw directly and require more proof.

Liking

Most would prefer to say yes to the request of someone we know and like. Most if not all people are willing to buy at a fair price from someone they like. Physical attractiveness is something generally liked. Con men are handsome and con women are pretty. Importantly we like people who are similar to us. As a general rule we like praise and we like those who provide it, even when it is false. Truth has nothing to do with it. Positive contact can generate liking and neutral or negative contact can generate disliking. Contact can lead to jealousy. Competition can lead to disliking for surface reasons. Mutual benefit can lead to liking. Working in cooperation can lead to liking. The bad cop good cop is all about liking. There is liking and disliking by association. Celebrities cash in on positive association with products and service without logic or substance. What are you willing to do with the team or hero association that you like?

The unwelcomed influence from liking can be offset by knowing liking was produced via a tactic or strategy to influence. Ask about the merits to your liking and what you actually give up, lose or suffer because of an empty or meritless liking.

Authority

When you are put into authority you expect to influence others. Others expect to be influenced. There is a sense of duty to authority. When a decision is to be made one will often look to the authority. The authority does not need to make sense if it is consistent at the

highest level. Connotation not content is often important. Titles, clothes, trappings and even bluster can rule the day.

Ask is this authority really an expert? How truthful can we expect the expert to be given the cash flow trappings and vested positioning? Has the person ever said anything negative to his or her position? If not, is the authority fair and balanced.

Scarcity

The way to desire anything is to realize the supply is limited and might be lost. Three times in 5 words. Exclusive, limited engagement, ends soon. The less available item is wanted more. When you leave the deal is off. It goes back to full price. Difficult to possess is better than easy to possess. When it is gone we lose a freedom to have it. When it is banned there must be a valuable reason. Tell someone no - to get them to want it more. Open the door to possession and be prepared to be rushed to full capacity. Freedoms and opportunities once granted will not be relinquished without a struggle.

To avoid this influence one needs to look at the options and freedoms of not possessing an item. We need to recall that scarce cookies might not taste better. Think that they won't and then they will not.

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So, in partnership, how are we going to influence the urban citizens of our cultures that we are at the end of the road of present practices that ignore the present value of positive expectations. There are no widespread acceptable solutions to police violence that starts with law enforcement for the good safety and security of the many. On the other end of the spectrum - God's direction is to avoid the 7 deadly sins with action that is nowhere close to violent. Against these fruits there is no law. Love, joy, peace, patience, kindness, goodness, faithfulness, gentleness, self control; lacking conceit, provocation and envy. Leading a life of individual hope for liberty and the pursuit of individual happiness centered with the fruit of the spirit would naturally have us do first things first goodness for our at risk children. Naturally, **You can help USA VALUES change the principles of influence over the minority cultures that cause them to accept less for the money that creates a full opportunity from literacy is freedom.** This spectrum is not widely reported on for society. Whoa to the lack of the fruit within our positioning.

It is a most important true self interest rule -- that people want to get the most and pay the least for their choices. They want easy. **They want that everything should be made as simple as possible, but not simpler.** -- **Albert Einstein.** Every issue is in contrast to choices. How one

sees the future can be manipulated by the power and influence of the structure. PVofPE-Prek is written to influence.

When the poor and minority populations have a whole class of society making a good living by giving them the gift of just sustaining status quo and that whole class of society is substantially white and middle upper class the flags of wrong direction influence should come out.

Continuous improvement should be providing the poor and minority populations with the growth economic, education, emotion and ethic influence and progress for even more continuous improvement. **What does that mean to you? You must change the principles of influence over the minority cultures that cause them to accept less for the money that creates a full opportunity from first things first literacy is freedom in the USA society.**

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USA VALUES would accept that the internet and social media is a new and different influence. It has not proven itself to be able to influence the masses in a way that it could be expected to create a sustaining first things first action plan that would overtake present influence reality to more and better good. Someday maybe -- but not now. Now we will create a 1,000,000 email march because of the ROI economics of advertising and promotion for cash flow in the private sector. This will have a regional, state and national focus. The content of that march can be used locally in separate efforts to aggregate local action along the lines of -- subscriptions - www.usavaluescoupons.com; www.usavalues-character.com; -- likes and follows - Facebook and Twitter and new local influence that casts off the old and works with the new.

1. People expect the internet to be free, but do not expect time, attention, opportunity or influence to be free.
2. The internet does reduce the cost of giving information and useable content to others; such gifts should not have a reciprocal intent because they cost so little.
3. In the world of social media - the this for that - is generally not an effective influence. It is too easy to just move on and never look back and have the excuse of being overwhelmed with whatever.
4. However the process of simply doing good things for people without expectation gives some issues legs because they can be amplified and passed on without significant effort. A share or a retweet would be examples.
5. When you help others be recognized in the real world for their value and accomplishment without expectation is when you actually can start having an expectation for reciprocation.

But, the reciprocation may not be when and what you plan so you are better not counting it in your plans.

6. In the world of social media and the internet we must be careful of the lack of real proof.

7. Real meaningful content and engagement can show authority and authenticity.

8. In the online world one might need 10,000 people to buy a book to be successful, but only 1,000 people to subscribe to an honest website that requires referral and return visitors. What does that mean?

9. Speed and volume on the internet make irretrievability of a comment a possibility but not a probability.