



## PERSUASION BOOK LIST (Inspired by Scott Adams & Adapted by Dave Frees)

### Things You Can Stop Believing

These resources are designed to make you skeptical about your ability to comprehend reality. If you are already a hardcore skeptic, you can skip these.

- [An Encyclopedia of Claims, Frauds, and Hoaxes of the Occult and Supernatural](#) - by James Randi
- [They Got It Wrong: History: All the Facts that Turned Out to be Myths Hardcover](#) - by Emma Marriott [I have not read this book but anything in the genre of “wrong history” will work.]

### Stretching your Imagination

These books are selected to open your mind for what follows. If you have experience with LSD or mushrooms, you might not need this chapter. (Yes, I am serious.)

- [Jonathan Livingston Seagull](#) - by Richard Bach
- [God's Debris: A Thought Experiment](#) - by Scott Adams
- [Illusions: The Adventures of a Reluctant Messiah](#) - by Richard Bach
- [Persuasion Engineering](#) – by Richard Bandler, John La Valle

### The Moist Robot Hypothesis

The Moist Robot Hypothesis first appears in Scott Adam's book that is listed below.

In these materials I ease you into the notion that humans are “mindless” robots by showing you how we are influenced by design, habit, emotion, food, and words. Until you accept the Moist Robot view of the world it will be hard to use your tools of persuasion effectively because you will doubt your own effectiveness and people will detect your doubt. Confidence is an important part of the process of influence.

- [The Design of Everyday Things](#) - by Don Norman



- [What Every BODY is Saying](#) - by Joe Navarro
- [The Power of Habit: Why We Do What We Do in Life and Business](#) - by Charles Duhigg
- [Influence](#) - by Robert B. Cialdini PhD
- [Thinking, Fast and Slow](#) - by Daniel Kahneman
- [Salt Sugar Fat](#) - by Michael Moss
- [Steve Jobs](#) - by Walter Isaacson [The whole book is good, but look for the part where Scott Adams appears on Jobs' radar screen. That's the part where you understand that hypnotists can identify each other by their tells.]
- [How to Fail at Almost Everything and Still Win Big: Kind of the Story of My Life](#) - by Scott Adams
- [Free Will](#) - by Sam Harris

### Active Persuasion

These materials get into the details of how to influence people. My opinion is that you will be less effective with these tools if you do not have a full understanding of our moist robot nature introduced above.

- [Impossible to Ignore](#) - Dr. Carmen Simon (**NEW**)
- [Win Your Case: How to Present, Persuade, and Prevail—Every Place, Every Time](#) - by Gerry Spence
- [Awaken the Giant Within: How to Take Immediate Control of Your Mental, Emotional, Physical and Financial](#) - by Tony Robbins
- [How to Win Friends & Influence People](#) - by Dale Carnegie



- How to Write a Good Advertisement - by Victor O. Schwab
- The Secret to Selling Anything - by Harry Browne
- The One Sentence Persuasion Course - 27 Words to Make the World Do Your Bidding - by Blair Warren
- Reframing: Neuro-Linguistic Programming and the Transformation of Meaning - by Richard Bandler , John Grinder
- Trance-Formations: Neuro-Linguistic Programming and the Structure of Hypnosis - by Richard Bandler , John Grinder
- How to Hypnotise Anyone - Confessions of a Rogue Hypnotist - by The Rogue Hypnotist (Do not expect to be a capable hypnotist after reading a book.)
- Hypnosis and Accelerated Learning - by Pierre Clement (It comes from Ericksonian hypnosis. See next book on list.)
- Speak Ericksonian: Mastering the Hypnotic Methods of Milton Erickson - by Richard Nongard, James Hazlerig (Erickson was the father of modern hypnosis. Any book about his methods would be interesting.)
- My Voice Will Go With You – The Teaching Tales of Milton Erickson - by Milton Erickson, Sidney Rosen, Victor Verduin (This is about Milton Erickson’s methods and the power of story.)