

HUMAN HACKING

WIN FRIENDS, INFLUENCE PEOPLE, AND LEAVE THEM
BETTER OFF FOR HAVING MET YOU

PREPARE

1. **P**roblem: Identify the issue you're trying to solve.
2. **R**esult: Specify as well your desired outcome.
3. **E**motional State: Identify the emotions you want to see in your subject.
4. **P**rovocation: Anticipate the emotions you need to project or display in order to generate the desired emotions in your subject.
5. **A**ctivation: Define your pretext, which should be very clear now.
6. **R**endering: Determine the specifics of where, when, and how best to deliver or render the pretext.
7. **E**valuation: Mentally evaluate your pretext to make sure it's strongly rooted in truth and allows you to leave people better off for having met you.