









DIY Worksheet: Persuasive Communication for Product/Service Innovations and Integrated Marketing Communication(s)

This worksheet is designed to help you apply the six key principles of persuasion—**Reciprocity, Scarcity, Authority, Consistency, Liking, and Consensus**—to enhance your communication and marketing strategies for **service innovations** in B2B and B2C contexts.

How to Use This Worksheet:

1. **Understand the principle:** Review the definition provided for each concept.
2. **Reflect on real-world examples:** Explore examples of how businesses have successfully used the principle.
3. **Apply the principle to your business:** Use the prompts to brainstorm how you can leverage these principles in your **B2B or B2C service offerings**.

<i>Principle</i>	<i>Definition</i>	<i>Example</i>	<i>Your Application</i>
Reciprocity	Consumers are more likely to give if they receive something first.	HubSpot offers free tools (e.g., email templates, CRM) to build goodwill, leading customers to trust and buy.)	 How can you offer free value (e.g., advice, trials, resources) to encourage engagement with your service?
Scarcity	Services become more attractive when perceived as limited or exclusive.	MasterClass uses limited-time discounts and exclusive memberships to drive urgency and sign-ups.	 How can you create urgency/scarcity (e.g., limited spots, deadlines) for your service?
Authority	Consumers trust services promoted by credible, knowledgeable sources.	Mintel Reports provide industry insights that businesses rely on for decision-making, enhancing credibility.	 How can you showcase your expertise (e.g., certifications, thought leadership, client success stories)?

Consistency	Consumers prefer to act in ways consistent with their past behaviours.	LinkedIn encourages users to commit to small actions like endorsements, reinforcing ongoing platform use.	 How can you encourage small commitments (e.g., signing up, attending events) that build toward larger actions?
Liking	Consumers are more likely to trust and buy from likeable, relatable sources.	Airbnb fosters trust through relatable hosts and personalised, human-centred branding.	 How can you build likability (e.g., relatable team, personalised experiences) into your service interactions?
Consensus	Consumers often look to others' opinions and behaviours to guide decisions.	TripAdvisor highlights reviews and ratings to influence customer decisions.	 How can you showcase testimonials, reviews, or case studies to encourage trust in your service?

Worksheet Part II

Reflection Questions:

<i>Which principle of persuasion do you already excel at in your communication?</i>	
<i>Which principle is underused in your current service innovation strategy, and how can you strengthen it?</i>	
<i>What is one immediate action you can take to integrate these principles into your marketing or sales efforts?</i>	

Next Steps:

- ◆ **Analyse** your current communication materials through the lens of these principles.
- ◆ **Incorporate** at least one principle into your next marketing campaign or client interaction.
- ◆ **Test and Iterate:** Evaluate the impact and adjust your approach based on client feedback.

