

## INFLUENCE TRIGGERS

- ✓ Trust
- ✓ Authority
- ✓ Likeability
- ✓ Reciprocity
- ✓ Consistency
- ✓ Urgency
- ✓ Events
- ✓ Social Proof
- ✓ Community
- ✓ Anticipation
- ✓ Scarcity