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### Deal World Rule #6: The Sequel – Laws of Behavior Continued

Previously, in Communiqué 6, we discussed the power of Laws of Behavior. Certain laws of behavior have become widely accepted over the passage of time. Knowing these laws and how to apply them can enhance your negotiation skills. This Communiqué allows us to share a few more of our favorites:

**Law of Similarity.** The irrepressible urge to find a point of similarity in others is hardwired into most of us. It is our primitive way of sizing up whether someone is friend or foe, threat or opportunity. Someone who is like us might share some of our gene pool and work with us, not against us.

**Law of Status Quo.** We are creatures of habit and comfort. People will attempt to stick to old processes even after being directed to proceed differently. Individuals will maintain their routines, letting status quo prevail unless a major imbalance occurs. Change inspires fear.

**Law of Personal Gratification.** Self-Interest is a great influencer of many people. Individuals will gravitate towards what's personally gratifying and convenient when making decisions.

**Law of Likeability.** People will more often say "yes" to someone they know and like, rather than to a complete stranger. Repeated, ongoing contact with someone increases this, as long as the contact is positive rather than negative. Likeability includes physical appearance, which is why advertisers use attractive models to sell products.

**Scarcity Breeds Desire.** People tend to assign more value to things when they are perceived to be less available. The use of this principle for profit can be seen in the "limited offer" and "ends today" tactics. On a personal level, by having a unique or uncommon skill or expertise that makes you something of a rarity, you can create a demand for your product or service, that wouldn't otherwise exist.

For more information on these and other rules, see [The Psychology of Persuasion](#) - Why People Act the Way They Do by Sara Paine, [Three Laws of Behavior Dynamics for Information Security](#) by Lenny Zeltzer and [The Truth About Negotiations](#), by Leigh Thompson.

Are you mindful of the laws of behavior during your negotiations and life? If so, congratulations. If not, start today.

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