



THE HARD-TO-FOOL CARD

Four habits of people who rarely get played, and the one sentence that stops a pressure play.

KEEP THIS BY THE PHONE. RUN IT BEFORE YOU SAY YES.

01

ASSUME YOU CAN BE FOOLED

Almost everyone thinks persuasion works better on other people. That belief is the opening.

WHAT TO DO Ask: am I skipping a check because I'm sure this wouldn't work on me?

02

JUDGE THE ASK ON ITS OWN

The free lunch, the free consultation, "I already took something off for you." A favor creates a pull to pay it back.

WHAT TO DO Ask: if the gift had never happened, would I still say yes?

03

ASK WHO BENEFITS

People can believe every word they tell you and still be the one who profits. Ask it most when the advice comes from a friend.

WHAT TO DO Ask: if I believe this and act on it, who gains, and what do they gain?

04

NEVER DECIDE ON THEIR CLOCK

"Your account freezes in an hour." "It closes Friday." Rushing you switches off the other three habits.

WHAT TO DO Ask: who set this deadline, and what really happens if I wait a day?

ONE SENTENCE FOR ALL FOUR · SAY IT WHEN ANYONE WANTS AN ANSWER NOW

"I'LL GET BACK TO YOU TOMORROW."

WHY IT WORKS It's a no that doesn't sound like a no, so you don't need confidence to say it. It buys the time every other habit needs.

THE TEST A good offer survives a day. Pressure, guilt, or "this won't be here tomorrow" tells you what you're dealing with.

EMERGENCY? Hang up. Call back on a number you already have, like the one on the back of your card. Never one they give you.

THINK SHARPER. STAY SOVEREIGN.

Sources on the video: Davison (1983) · Sagarin et al. (2002) · Regan (1971)
FTC, "How to Avoid a Scam" (consumer guidance)
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How to Not Be Manipulated: 4 Habits of
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