

Pre-Suasion in Practice — Worksheet

The privileged moment is the one before your ask. Design what you lead with, what you attach the ask to, and when you time it — then check your own setup for manipulation.

The ask

Who and what

Name the specific ask, and the specific person or body you'll make it to.

Design the moment before

LEAD

What's the first thing you'll put in front of them — a fact, a question, a shared value — that primes them to receive the ask?

ATTACH

What existing belief or value of theirs will you connect the ask to, so it reads as consistent with who they already are?

TIME

When and in what setting will you actually ask, and why is that moment better than the obvious one?

Channel and setting

Written, spoken, public, or private?

Which setting works in your favor here — and does the venue need to change before the words do?

Failure analysis — check your own setup

It isn't transparent — the setup is things that are genuinely relevant, not staged

The frame matches the ask — I'm not leading with warmth into a cold procedural ask, or the reverse

I'm not mistaking a primed yes for durable commitment

I can answer honestly: how could this read as manipulation?

The line

Are you readying the ground for a true ask that serves the person's own values, or engineering a yes they'll regret? If your setup depends on them not noticing it, you've crossed over.