

# **WEAPONS OF MASS INFLUENCE**

---

**Content, Persuasion & Conspiracy**

# WHO I AM

Marketing Consultant

## SHANE POWERS

---

### **MANAGING PARTNER — MCFADDEN'S**

Baltimore, Providence, Cincinnati,  
Washington DC

### **DIRECTOR OF MARKETING — TROLLBEADS**

Managed a marketing department of 5  
employees for a \$45 million per year  
jewelry distributor in Columbia, MD.

### **FAN OF THE WEIRD AND UNEXPLAINED**

Conspiracy theories, ancient aliens, the  
brain and subconscious mind fascinate me.



# MY WEAPONS OF CHOICE

---



WORDPRESS

MOZ.COM

SCRIBE SEO TOOL

UNBOUNCE



# PRINCIPLES OF PERSUASION

from Robert Cialdini's *Influence*

1

## RECIPROCATION

We are programmed to *NEED* to repay favors, debts, and good deeds done to us *IF* we are prompted correctly.

2

## SCARCITY

When there is less of a thing, we are more inclined to *WANT* that thing *AND* want *MORE* of it.

3

## COMMITMENT & CONSISTENCY

We are *MORE LIKELY* to say "Yes" to a request that is *CONSISTENT* with something we have already said or done.

4

## SOCIAL PROOF

We determine what we should do in a given situation by what the crowd – or more importantly – by what our *FRIENDS* do.

5

## AUTHORITY

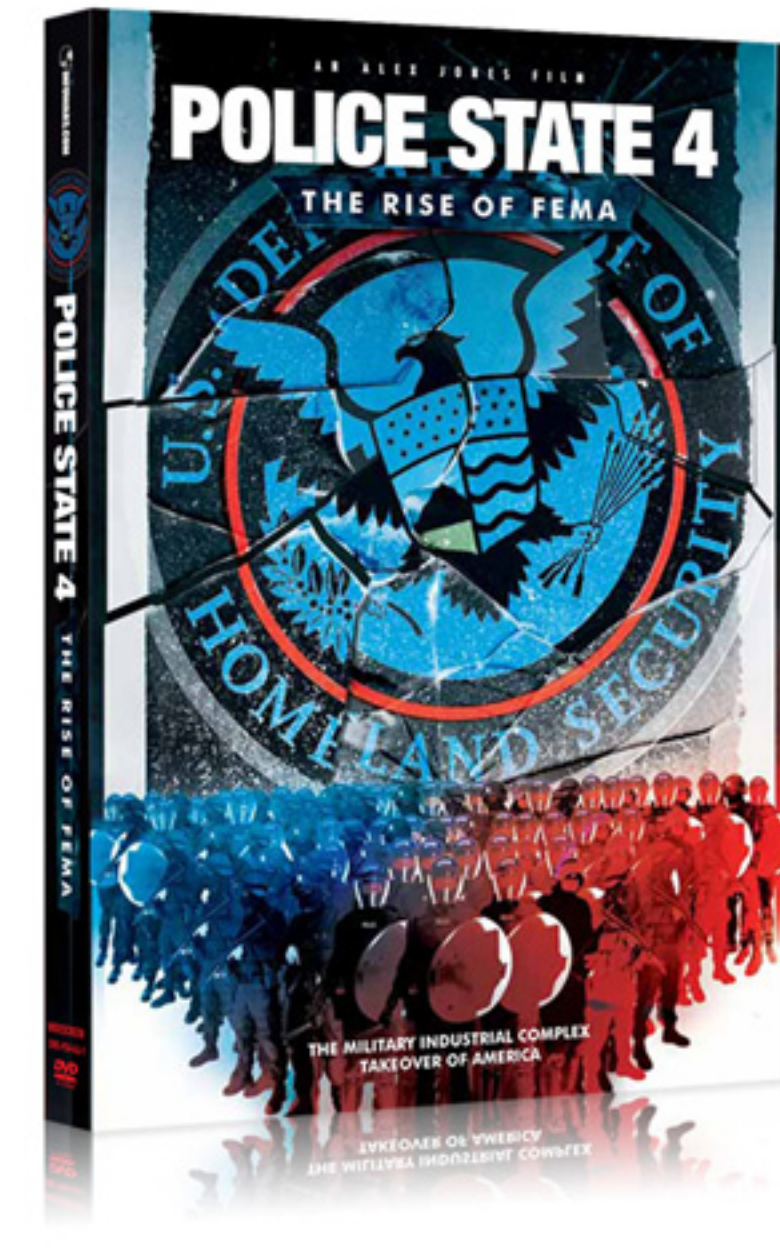
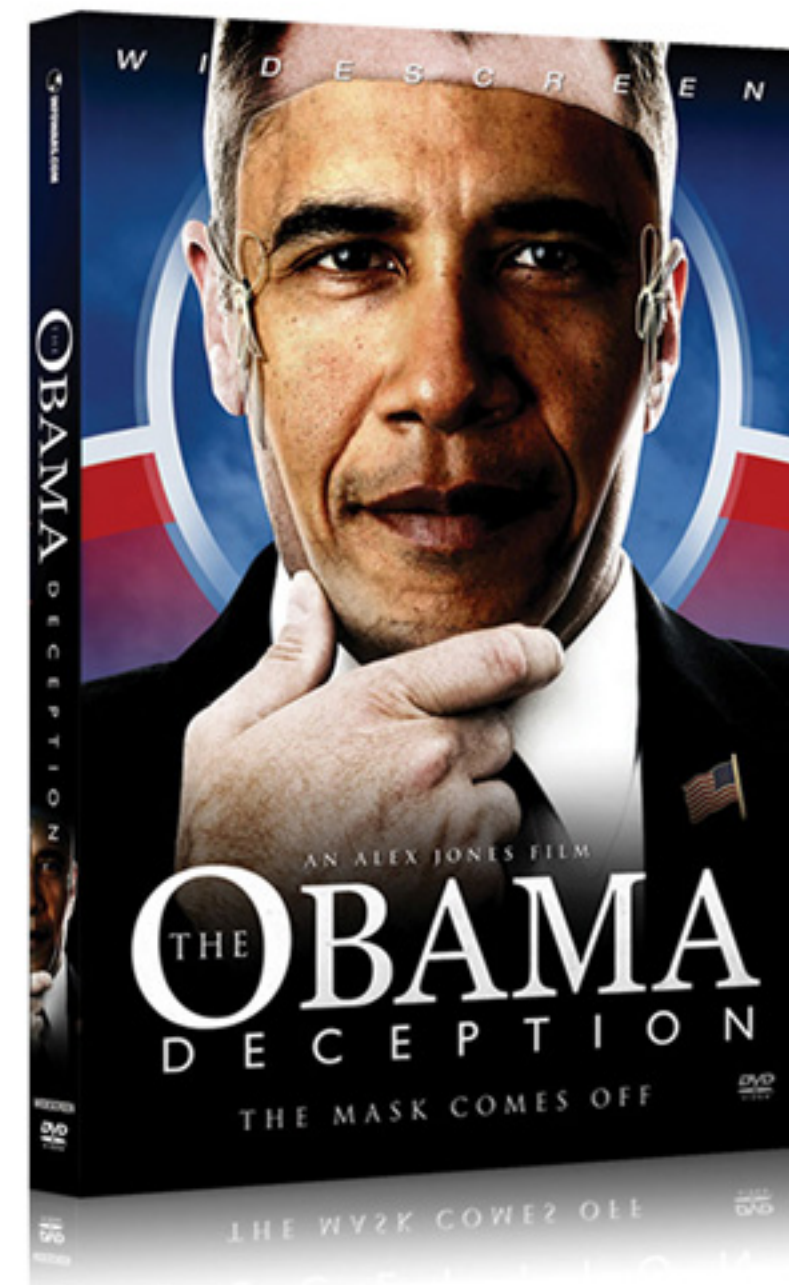
If an expert says it, it must be true. We have a regrettable tendency for expert worship in the U.S.

6

## LIKING

We prefer to say "Yes" to people we know or like. Similarities, compliments and cooperative efforts create increased liking.





## WHY ALEX JONES?

1

### WORDPRESS

InfoWars.com runs on WordPress and pumps out a substantial amount of content and claims to have 4 million weekly visitors to his websites.

2

### YOUTUBE

666,000 + subscribers with more than 230 million views.

3

### RADIO SYNDICATION

His daily show is syndicated to 60 AM and FM stations around the US.



# INVOKING RECIPROCATATION

1

## CONTENT MARKETING INVOKES RECIPROCATATION

By creating content that's relevant, entertaining, educational or helps to solve problems, we invoke the principle of reciprocation with our target.

We *MUST* ask for our favor to be reciprocated. It can be in the form of a subscription, a purchase, a "like" or "share", support, etc.

**IF YOU DO ME A FAVOR,  
I OWE YOU A FAVOR.**



# INVOKING SCARCITY

2

## SCARCITY OF INFORMATION

The *CONTEXT* for Alex Jones' content is framed in scarcity. "You won't find this information being reported by the mainstream media."

Jones makes liberal use of scarcity-invoking phrases like "exclusively", "limited time", "the war is already happening". It would seem that our only choice is to stay tuned in.

**INFORMATION THAT IS EXCLUSIVE  
IS MORE PERSUASIVE.**



# INVOKING CONSISTENCY

3

## LANGUAGE AND CONSISTENCY

By consistently using the same language – and by using phrases like “you know that we’ve been reporting ‘x’ for months now” Alex Jones is getting listeners to passively” commit to his theories.

Our passive commitment creates the frame that makes us more likely to consume his next theory. Psychologically we’re trained to WANT to remain consistent with our past commitments.

**“IT DOESN’T MATTER IF YOU’RE  
GOOD AT SOMETHING AS  
LONG AS YOU ARE  
CONSISTENT.”**

Oscar from *The Office*





---

# INVOKING AUTHORITY

---

4

**AUTHOR, INVESTIGATIVE JOURNALIST,  
DOCUMENTARY FILM MAKER**

If the context is that Alex Jones is an “alternative news source” and any attempt to refute his theories are merely part of the larger globalist cover-up, we’re forced to trust him as an authority. Because there is no trusted alternative.

**WE HAVE A REGRETTABLE  
TENDENCY FOR EXPERT  
WORSHIP IN THE U.S.**



# INVOKING SOCIAL PROOF

5

## GAINING SUBSCRIBERS THROUGH LISTENER REFERRALS

Premium content subscribers are encouraged to share their user name and password with up to 7 friends and family members.

It's described as a benefit for subscribing and a way for you to help the cause. It's also a great way for Alex Jones' theories to be sneezed from existing users to their friends and family.

**WHEN FACED WITH UNCERTAINTY,  
WE LOOK FOR THE ACTIONS  
OF OTHERS IN ORDER TO  
GUIDE OUR OWN DECISIONS.**



---

# INVOKING LIKING

---

6

## IF YOU'RE LIKE ME...

If you know your audience, it's not difficult to make mention of the things that you know that they like. If you're involved in a common struggle with someone, the chances that you'll respond positively to a request is increased. If that person compliments us, we're more inclined to like them because we believe *THEY LIKE US*.

Alex Jones uses each of these three tactics virtually every broadcast.

**SIMILARITIES**  
**COMPLIMENTS**  
**COOPERATIVE EFFORTS**

