Kurt W. Mortensen is one of America’s leading authorities on persuasion, negotiation and influence. Kurt has spent 18 years researching persuasion, negotiation and motivational psychology and he teaches on the university level. Kurt is the author of Persuasion IQ Laws of Charisma and the best-selling book Maximum Influence. His Books have been translated into 28 languages.

Over the years, Kurt’s experience teaching hundreds of workshops nationwide and other associations with people from all over the world, he discovered all people desire to succeed but many times fall short of their goals. As a result, Kurt uncovered all the crucial elements for the formula of success and wealth that will ultimately help people achieve their goals for success.

Through extensive research and personal experience, he developed the most comprehensive resource to meet the needs of individuals who want to master the skills and techniques necessary to achieve unlimited income. Mortensen teaches that professional success, personal relationships and income depend on the ability to persuade, influence, and motivate others.

What people are saying about Maximum Influence:

“This is truly remarkable information,” said Dr. Stephen R. Covey, Author of The 7 Habits of Highly Effective People. “It is based on solid scientific research and extensive field experience. It contains unbelievably comprehensive and fresh new angles and insights to persuasion, using immensely practical examples.”

“This is a great,” said Brian Tracy, Author of Advanced Selling Techniques. “Magnetic Persuasion shows you how to immediately influence and persuade other people in every area of your life.”

Maximum Influence: “Kurt has provided the most complete work on persuasion and influence I have ever read,” said Robert G. Allen, Author of Nothing Down, Multiple Streams of Income, and The One Minute Millionaire. “Nowhere in persuasion literature have I ever seen the art and science broken down into such thorough and easy-to-understand concepts, covering every aspect of persuasion imaginable.”