

# LAW 13: When Asking for Help, Appeal to People's Self-interest, Never to Their Mercy or Gratitude

Law 13 of *The 48 Laws of Power* teaches a fundamental lesson: when seeking help, appeal to people's self-interest rather than their mercy or gratitude. Human nature drives individuals to prioritize their own benefit over goodwill or past favors, making a strategic appeal to self-gain far more effective than relying on emotional pleas. This law emphasizes the need to understand and exploit the motivations of others to secure their assistance, turning every request into a mutually advantageous transaction.

A vivid example of this principle is seen in the story of Castruccio Castracani, the ruler of Lucca, Italy. The noble Poggio family, hoping to escape his wrath, appealed to his sense of gratitude by reminding him of their past loyalty and contributions to his rise to power. Instead of showing mercy, Castruccio acted in his own self-interest, having the Poggios executed to consolidate his authority. This tale highlights the futility of relying on sentiment or gratitude in situations where personal or strategic advantage takes precedence.

Similarly, the diplomatic relations between Corcyra and Corinth when vying for Athens' support showcase the supremacy of self-interest in decision-making. Despite Corinth's historical ties and emotional appeals, Athens chose to side with Corcyra, recognizing the strategic advantage of aligning with a strong naval power. This demonstrates that alliances are rarely built on sentiment but on the pragmatic benefits that such partnerships bring.

The story of Genghis Khan and Yelu Ch'u-Ts'ai further illustrates the effectiveness of appealing to rational self-interest. Yelu Ch'u-Ts'ai, a scholar captured by the Mongols, wisely refrained from making moral or cultural arguments to persuade Khan to spare his people. Instead, he presented a pragmatic solution: implementing a structured tax system that would increase revenue without unnecessary destruction. This appeal to Khan's desire for wealth and efficiency secured Yelu Ch'u-Ts'ai's influence, proving that even the most ruthless leaders can be swayed by logic and self-gain.

This principle is not limited to historical examples but has significant applications in modern life, particularly in business and leadership. Employees seeking promotions often find greater success when they demonstrate how their advancement aligns with the company's goals rather than relying solely on their past achievements or hard work. Similarly, leaders attract investors by highlighting the potential returns of their projects, ensuring that the appeal directly addresses the investor's financial interests.

In negotiations, this law serves as a reminder to frame requests in a way that benefits the other party. For instance, rather than asking for a raise based on personal needs, an employee can present data on how their contributions have directly increased the company's revenue or efficiency. By aligning their request with the employer's interests, they are far more likely to succeed.

The law also acknowledges exceptions, particularly in situations where public image or reputation is at stake. Leaders or organizations may offer help to appear charitable or just, but even in these cases, the underlying motivation often ties back to self-interest, as such actions enhance their influence and standing. Understanding when to appeal to self-interest versus when to leverage public image is a nuanced but critical skill in power dynamics.

Psychologically, people are more inclined to act when they perceive a direct benefit to themselves, even if the request involves helping another. Appeals to mercy or gratitude may occasionally work, but they are unreliable compared to showing someone how their assistance aligns with their own goals or desires.

Whether in politics, business, or personal relationships, those who master the art of framing their requests around mutual benefit consistently achieve greater success.

Jean de La Bruyère's quote captures the essence of this law: "Ensuring others see the promotion of your fortune as congruent with their interests paves the shortest and most effective path to your own success." This wisdom emphasizes that power lies in understanding what drives others and crafting strategies that align with those motivations. By appealing to self-interest, individuals can turn obstacles into opportunities, secure alliances, and navigate power structures with precision. In the end, this law underscores that the ability to leverage the desires of others is a cornerstone of influence and success.