

PERSUASIVE MESSAGES, SENTENCE STRUCTURE, PUNCTUATION

PT. 1

COMM 2293

Let's eat Grandpa!
Let's eat, Grandpa!

COMMAS

They save lives!

DIRECT VS. INDIRECT STRATEGY

Figure 5.5 Audience Response Determines Direct or Indirect Strategy



EXAMPLES OF PERSUASIVE BUSINESS WRITING

Persuasive requests

- For time, money, information, cooperation, special privileges (when you don't expect the reader/receiver to be forthcoming)

Persuasive claims:

- If a past claim has been refused or ignored, or if you anticipate reluctance

Sales messages

BLENDING FOUR MAJOR ELEMENTS IN SUCCESSFUL PERSUASIVE MESSAGES

Figure 10.4 The AIDA Strategy for Persuasive Messages

	STRATEGY	CONTENT	SECTION
A	Attention	Captures attention, creates awareness, makes a sales proposition, prompts audience to read on	Opening
I	Interest	Describes central selling points, focuses not on features of product/service but on benefits relevant to the reader's needs	Body
D	Desire	Reduces resistance, reassures the reader, elicits the desire for ownership, motivates action	Body
A	Action	Offers an incentive or gift, limits the offer, sets a deadline, makes it easy for the reader to respond, closes the sale	Closing

WHICH PERSUASIVE TECHNIQUES ARE EFFECTIVE?

- ✓ **Establish credibility.**
- ✓ **Make a reasonable, specific request.**
- ✓ **Tie facts to benefits.**
- ✓ **Recognize the power of loss.**
- ✓ **Expect and overcome resistance.**
- ✓ **Share solutions and compromise.**

THE IMPORTANCE OF TONE

- ✓ **Avoid sounding preachy or parental.**
- ✓ **Soften your words when persuading upward.**
- ✓ **Don't pull rank.**
- ✓ **Avoid making threats.**
- ✓ **Be enthusiastic.**
- ✓ **Be positive and likeable.**
- ✓ **Maintain credibility and respect by being honest, fair, and objective.**

APPLYING THE FOUR-PART AIDA STRATEGY

Figure 10.5 Applying the Four-Part AIDA Strategy to Persuasive Documents

Attention

- Summary of problem
- Unexpected statement
- Reader benefit
- Compliment
- Related facts
- Stimulating question

Interest

- Facts, figures
- Expert opinions
- Examples
- Specific details
- Direct benefits
- Indirect benefits

Desire

- Reduce resistance
- Anticipate objections
- Offer counterarguments
- Use *What if?* scenarios
- Demonstrate competence
- Show value of proposal

Action

- Describe specific request
- Sound confident
- Make action easy to take
- Offer incentive or gift
- Don't provide excuses
- Repeat main benefits

USE THE 3-X-3 WRITING PROCESS

1

Prewriting

- Analyze
- Adapt

2

Drafting

- Research
- Organize

3

Revising

- Edit
- Proofread
- Evaluate

APPLYING THE 3-X-3 WRITING PROCESS

- 1. Analyze the purpose; know what you want to achieve.**
- 2. Adapt the message to the audience to make your message heard.**
- 3. Research and organize persuasive data.**
- 4. Use the AIDA strategy to persuade readers.**