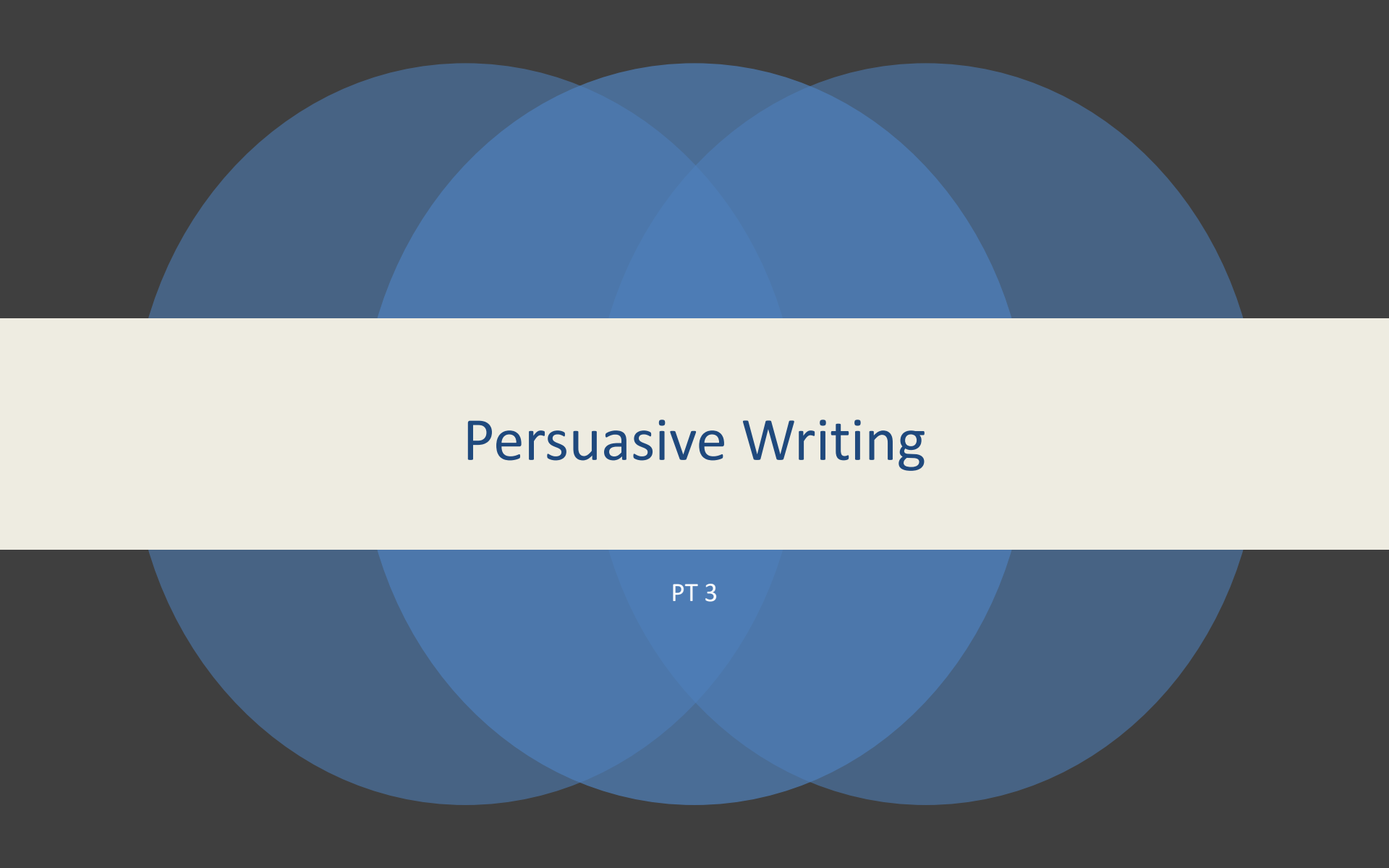




Persuasive Writing

PT 3

You will see me
two more times
this class!

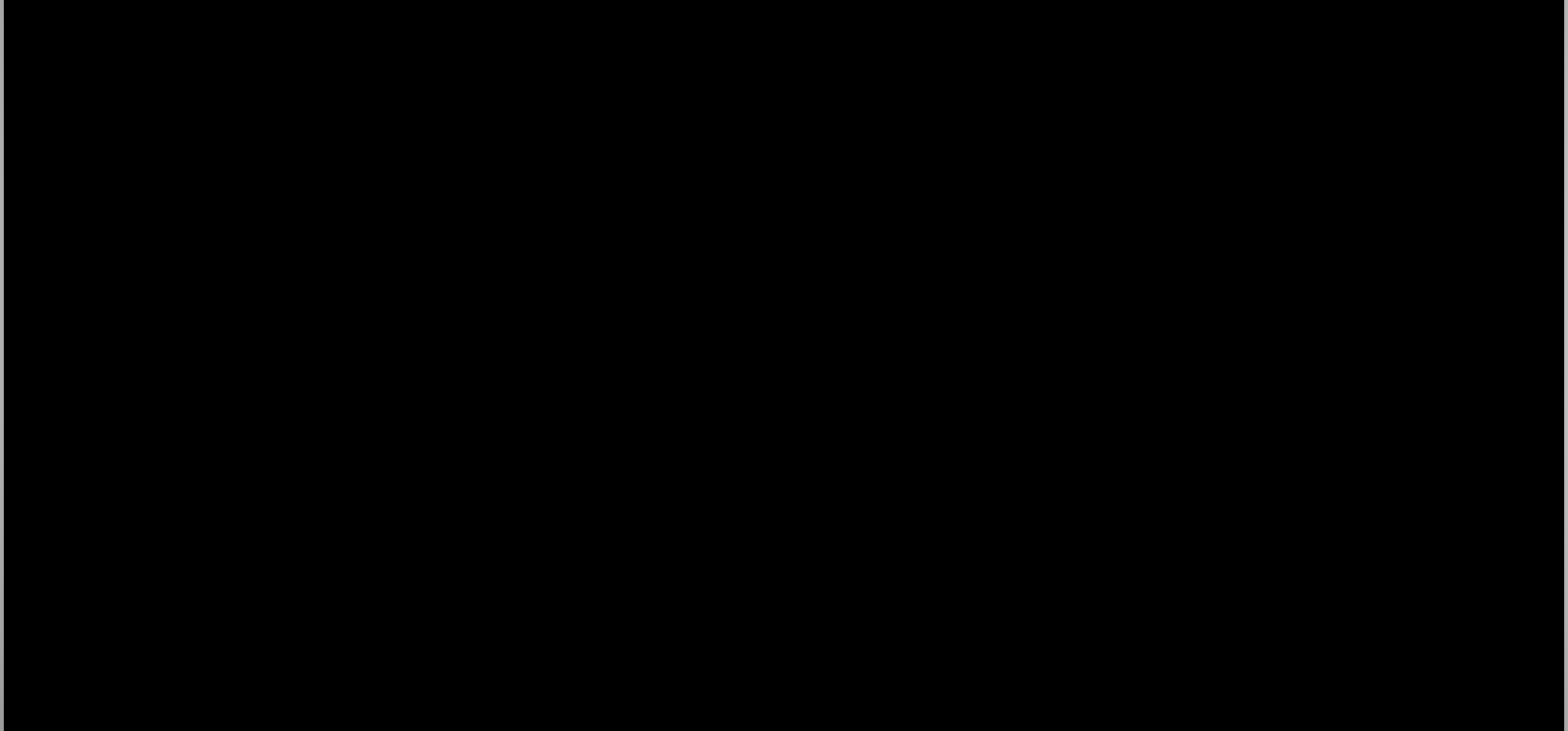


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Understanding Persuasion in the Digital Age



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

Analyzing Persuasive Openings

How persuasive is the following opening (favour request)?

Hi! My name is Joey (Josephine) Jones, and I have been entrusted with the important job of finding someone to speak before a large gathering of our sales representatives. I realize that three days is very short notice for this kind of request, but would you perhaps be interested in this speaking engagement?

Analyzing Persuasive Openings

How persuasive is the following opening (favour request)?

While I understand how busy you must be, I have no choice but to ask you for a really big favour.

Analyzing Persuasive Openings

How persuasive is the following opening (favour request)?

With the support of businesses like your own, Project Outreach has counselled over 2,500 at-risk high-school students and helped them realize their dreams of post-secondary education.

Analyzing Persuasive Openings

How persuasive is the following opening (sales letter)?

Hi! My name is Kevin. Maybe you haven't heard of my company, Picture Perfect, but I think you'd be amazed by our new line of digital cameras.

Analyzing Persuasive Openings

How persuasive is the following opening (sales letter)?

We take such great pride in our engineering that we know you won't be able to resist our new line of home appliances.

Analyzing Persuasive Openings

How persuasive is the following opening (sales letter)?

Are you tired of waiting precious minutes to download Internet files?

Analyzing Persuasive Closings

Does the following action closing motivate readers to act quickly? Is the action made clear and easy?

Unless you act quickly, you'll be out of luck and won't qualify for the 10 percent discount.

Analyzing Persuasive Closings

Does the following action closing motivate readers to act quickly? Is the action made clear and easy?

We really must have our list of speakers finalized, so try to respond as soon as possible.

How Effective is this Favour Request?

Please consider supporting the Children's Aid Foundation by purchasing a \$250 family package for our "Be a Kid Again" fundraising event, which will be held at Canada's Wonderland on Saturday, August 25, 2018.

We guarantee that this money will be put to good use. The amount we raised last year certainly was.

If you have any questions about this event, you should phone me at 519-331-8693. Remember to buy our tickets—the kids are counting on you. Don't make them suffer.

Hoping you'll get back to me.

Fiona Walsh
Regional Councillor

Persuasive memo

Subject: Switching to Satellite Training

Lately, training costs have gone out of control. The real problem is covering the travel expenses of employees and trainers, who must travel between local branches and national headquarters. For this reason, I strongly urge you to meet with representatives from Finance Vision, operator of an interactive television network, and see their demonstration on satellite training. The cost for a half-day training session is just \$10,000. I hope you will agree with me that this is the best possible solution.

Please get back to me as soon as possible. We will need to liaise with Finance Vision soon if we hope to use this technology for our RRSP training season.



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Examples: AIDA formatting

Attention

- Get the reader's attention
- Use a fact or statistic
- Ask a question
- Say something surprising

Ex: Did you know that according to Statistics Canada, Nova Scotia has more cases of breathing related illness than any other province in Canada?

Interest

- Build interest in your topic
- Use facts and statistics
- Explain the current problem

Ex: Second hand smoke from cigarettes is one of the major causes of lung, throat and mouth cancers, according to Smoke Free Nova Scotia.

Desire

State your request

- Build the reader's desire
- Give reader benefits
- Counter your reader's arguments

Ex: To improve air quality for its students, Saint Mary's University should consider becoming one of the many university campuses across Canada to become smoke free.

Action

- Get your reader to take action
- Restate your request
- Suggest a first step
- Build goodwill

Ex: Although a smoke free policy can be challenging and costly to enforce, Saint Mary's will see an increase in student enrollment from those who want to study and live in a clean, healthy environment; this could offset any costs associated with implementing the smoke free policy.

Ex: Please consider making Saint Mary's University a smoke free campus.

Ex: I would appreciate the opportunity to deliver a presentation about the benefits of a smoke free campus at the next Board of Governors meeting.

PERSUASIVE PRACTICE!

Scenario: you are asked to write a persuasive, AIDA memo to the president of the Saint Mary's, Robert Summerby-Murray, requesting that tuition be lowered by 20 percent.

Scenario: you are asked to write a persuasive, AIDA memo to the president of the Saint Mary's, Robert Summerby-Murray, requesting that tuition be lowered by 20 percent. As part of the pre-writing phase, brainstorm how to fill-in the following chart:

Section	Tactic	Example
Attention	-Get the reader's attention: -Use a fact or statistic -Ask a question -Say something surprising	
Interest	-Build interest in your topic: -Use facts and statistics -Explain the current problem	
Request		
Desire	-Build the reader's desire: -Give reader benefits -Counter your reader's resistance	
Action	-Get your reader to take action: -Restate your request -Suggest a first step -Build goodwill	

Attention

**-Get the reader's
attention**

**-Use a fact or
statistic**

-Ask a question

**-Say something
surprising**

Interest

- Build interest in your topic

- Use facts and statistics

- Explain the current problem

State Your Request

Desire

- Build the reader's desire**
- Give reader benefits**
- Counter your reader's arguments**

Action

**-Get your reader to
take action**

**-Restate your
request**

-Suggest a first step

-Build goodwill

WRITE!

Using the information that we just came up with, write a four-part AIDA persuasive message to Robert Summerby-Murray, requesting that tuition be lowered by 20 percent.

Check your work!

Did you:

- ☐ gain **attention** in the opening statement without revealing the purpose?
- ☐ Build sufficient **interest** before making your request?
- ☐ Clearly state the requested action?
- ☐ **Reduce resistance** by anticipating and responding to the reader's likely concerns?
- ☐ Motivate **action** with an easy next step?

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

Assignment 3 Format

Letter Format:

- ✓ Letterhead (with return address)
- ✓ Date
- ✓ Receiver's address
- ✓ Greeting
- ✓ Complimentary close
- ✓ Signature, position

Assignment 3 Format

Four paragraphs:

1. Opening paragraph should be a brief **attention**-getting **fact**, **statistic** or **question**.
 - Ex: Did you know that according to CTV News, 5 million Canadians are going to the United States every year for cheaper flights?
 - One or two sentences total
2. Use **statistical information** to help you to explain why this is an important issue in which the reader should be **interested**.
3. In the **desire** paragraph, outline the **benefits** of the action as well as **reduce any resistance** the reader may have by countering possible arguments.
4. Make sure the **action** is specific and clearly explained for the reader.



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