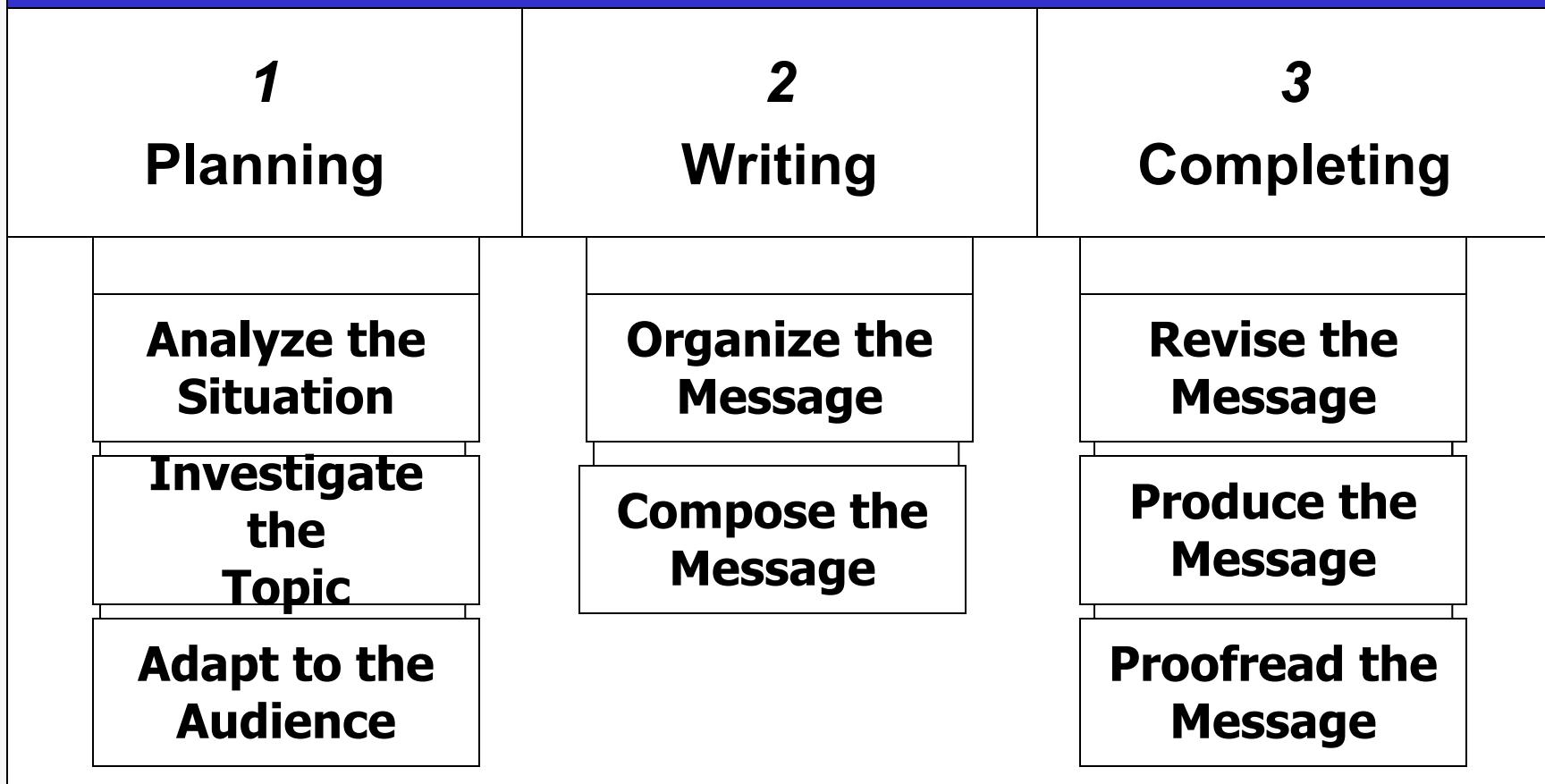


Writing Persuasive Messages

Three-Step Writing Process



Analyze Your Purpose

Clear

Necessary

Appropriate



Gauge the Audience

Demographics

Gender

Income

Education

Other Factors

Psychographics

Personality

Attitudes

Lifestyle

Other Factors

Consider Cultural Differences



**Organizational
Differences**

**Individual
Differences**

Establish Credibility

Facts

Sources

Expertise

**Common
Ground**

Enthusiasm

Objectivity

Sincerity

Trust

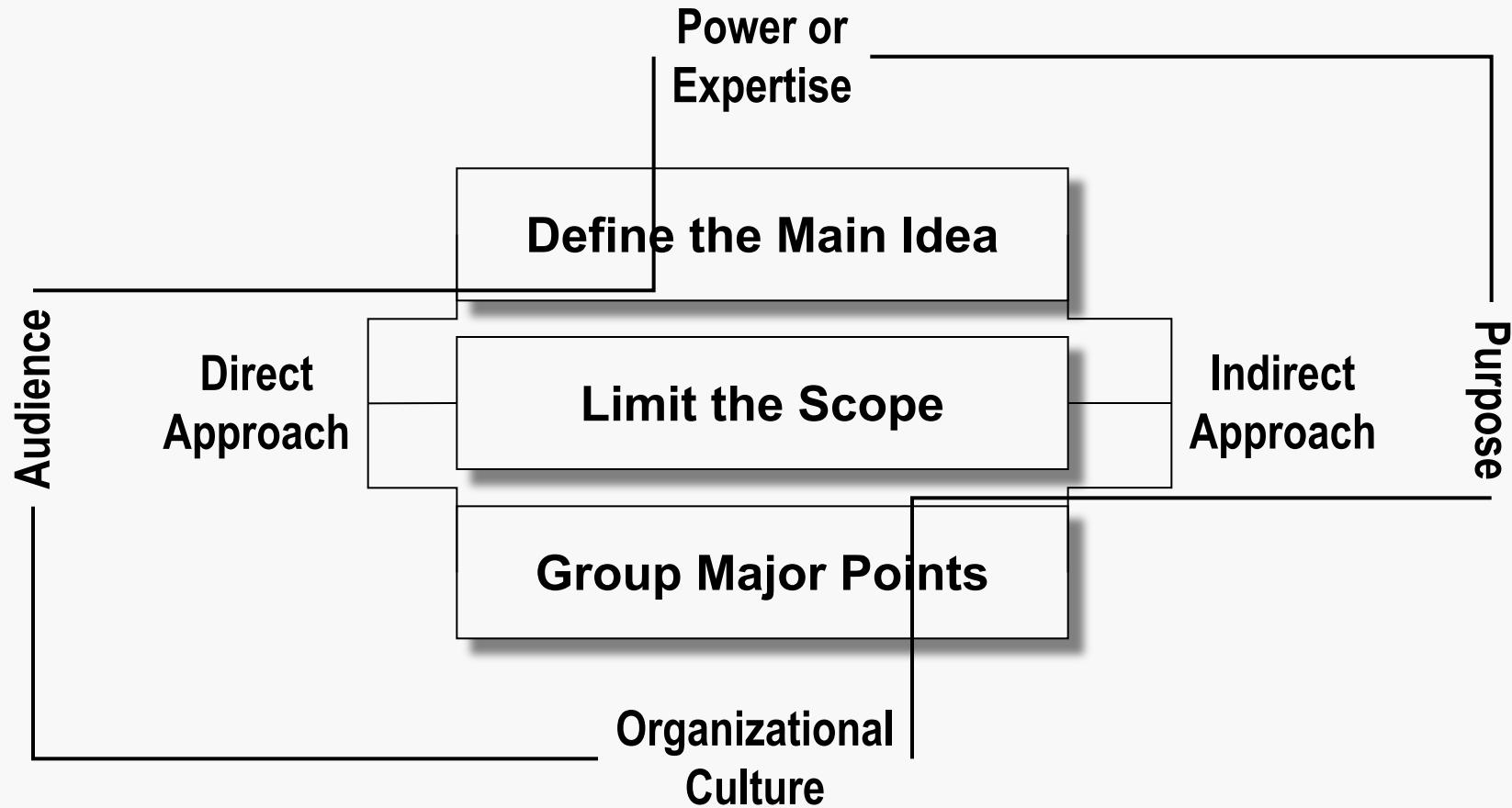
**Good
Intentions**

Strive for High Ethical Standards

- Provide information
- Boost understanding
- Promote free choice
- Avoid manipulation



Writing Persuasive Messages



Completing the Message

**Evaluate
the Content**

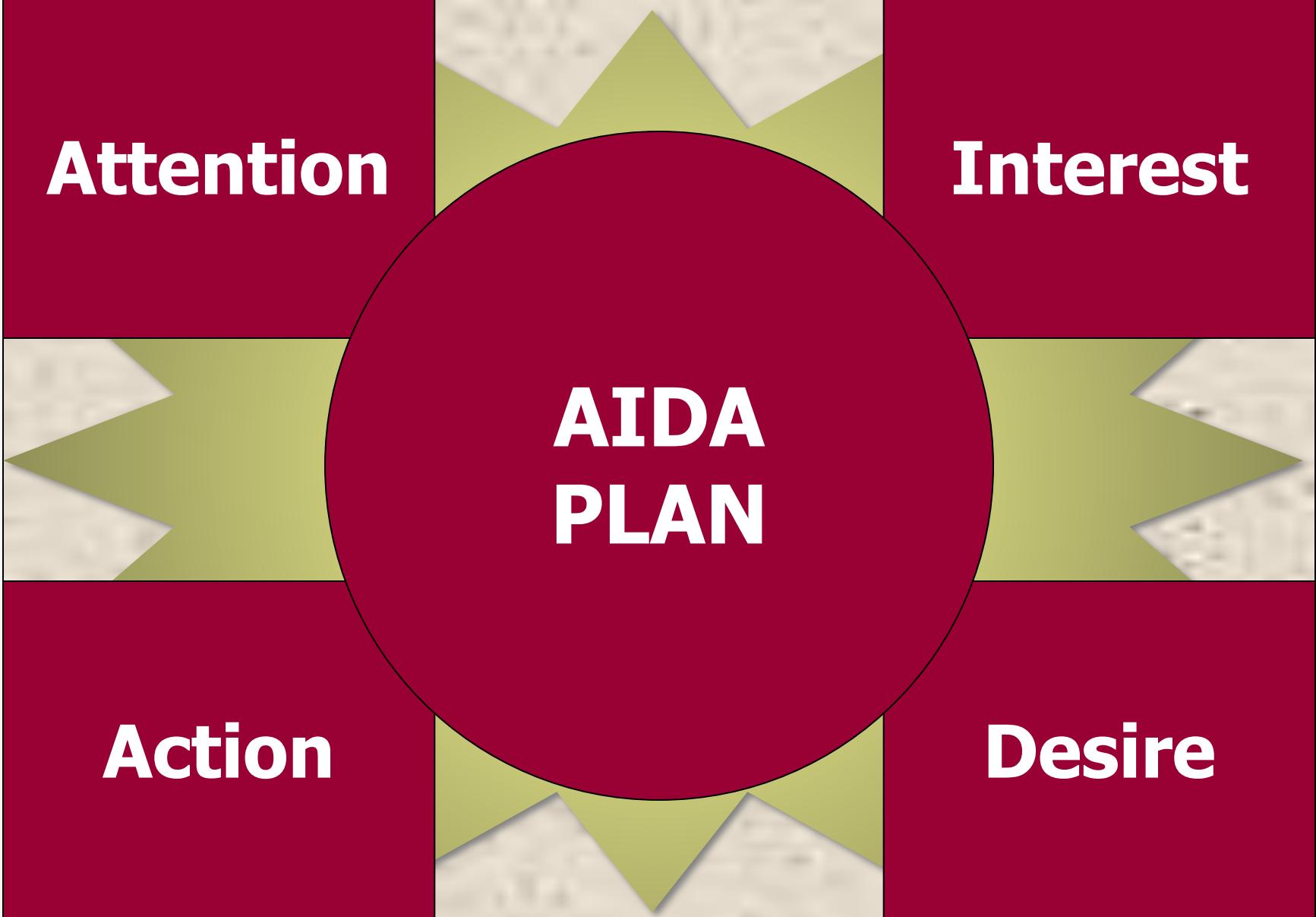
**Revise for Clarity
and Conciseness**

**Evaluate Design
and Delivery**

**Proofread
the Message**

Logic and Emotions





A large red circle in the center contains the text "AIDA PLAN". Behind the circle is a stylized sunburst graphic composed of several overlapping triangles in light beige, olive green, and cream colors. The background of the slide is maroon. The word "AIDA" is split into two columns: "Attention" on the top left and "Interest" on the top right. Below "Attention" is "Action" and below "Interest" is "Desire".
Attention

**AIDA
PLAN**

Interest

Action

Desire



Getting Attention

News Items

**Emotions
or Values**

**Features
and Benefits**

**Numbers
or Questions**

**Product
Samples**

**Stories and
Illustrations**

**Shared
Traits**

Challenges

Solutions

Attention!!



The Central Selling Point



Building Interest

Study the Competition

Know the Product

Analyze the Audience

Increasing Desire

**Stress the
Main Benefit**

**Refer to
Other Benefits**

**Provide
Essential Details**



Motivating Action

Explain the Next Step

Create Urgency

Use a Post Script

Apply Good Judgment



Action Requests

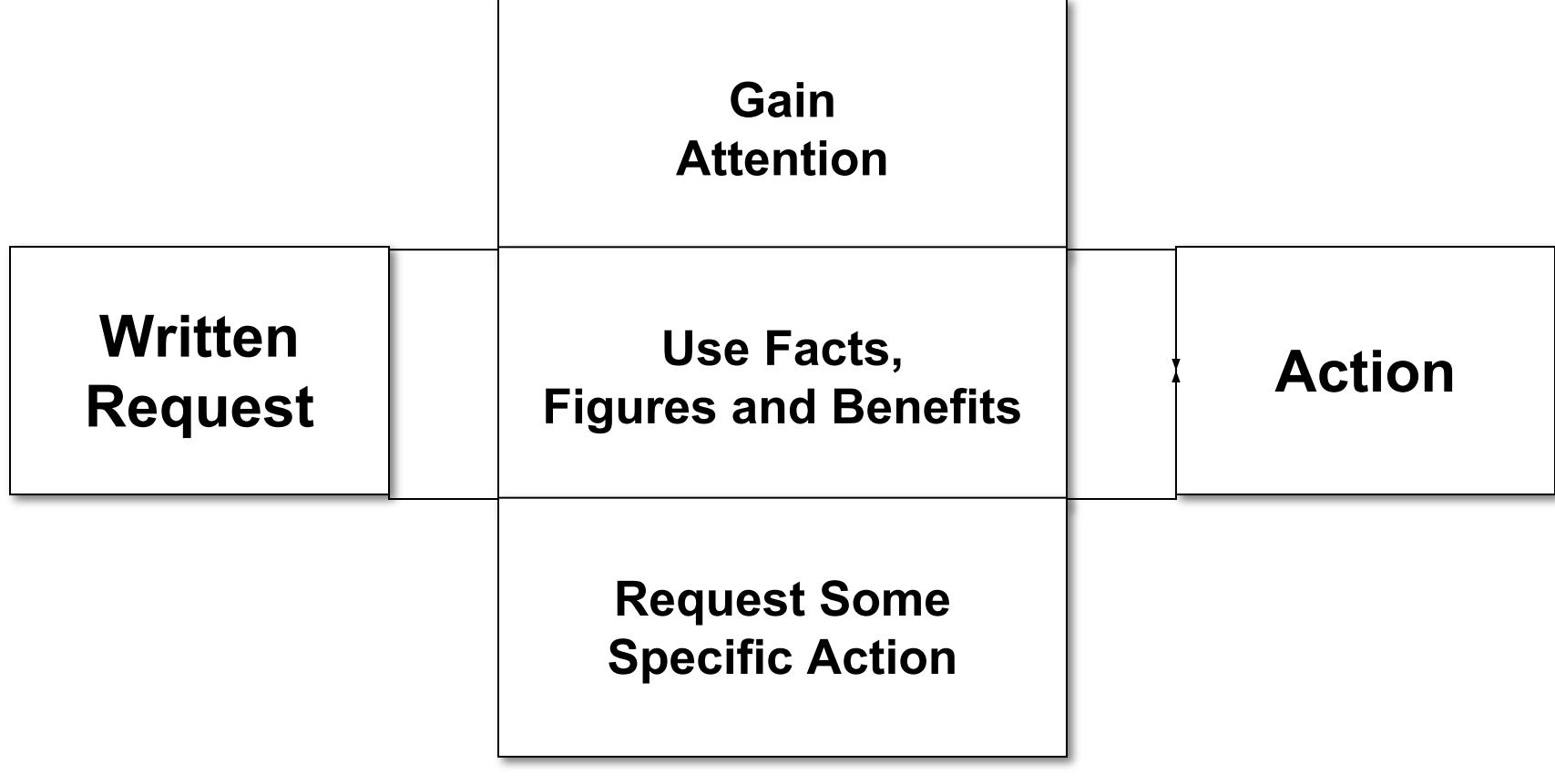
Claims and Adjustments

Persuasive Requests



Types of Messages

Requests for Action



Subject: Cost Cutting in Plastics

Attach: plastics cost analysis.PDF (96 KB)

Eleanor:

A

In spite of our recent switch to purchasing plastic product containers in bulk, our costs for these containers are still extremely high. In my January 5 message, I included all the figures showing that we purchase five tons of plastic product containers each year, and the price of polyethylene terephthalate (PET) rises and falls as petroleum costs fluctuate.

Catches the reader's attention with a blunt statement of a major problem

I

In January I suggested that we purchase plastic containers in bulk during winter months, when petroleum prices tend to be lower. Because you approved that suggestion, we should realize a 10 percent saving this year. However, our costs are still out of line, around \$2 million a year.

Builds interest in a potential solution to the problem by emphasizing how bad the problem is and highlighting an associated problem

D

After conducting some preliminary research, I have come up with the following ideas:

Increases the recipient's desire or willingness to take action by outlining a solution

- Provide recycling containers at all Host Marriott airport restaurants
- Offer financial incentives for the airlines to collect and separate PET containers
- Set up a specially designated dumpster at each airport for recycling plastics
- Contract with A-Batt Waste Management for collection

A

I've attached a detailed report of the costs involved. As you can see, our net savings the first year should run about \$500,000. I've also spoken to Ted Macy in marketing. If we adopt the recycling plan, he wants to build a PR campaign around it. The PET recycling plan will help build our public image while improving our bottom line. If you agree, let's meet with Ted next week to get things started. Please call me at ext. 2356 if you have any questions.

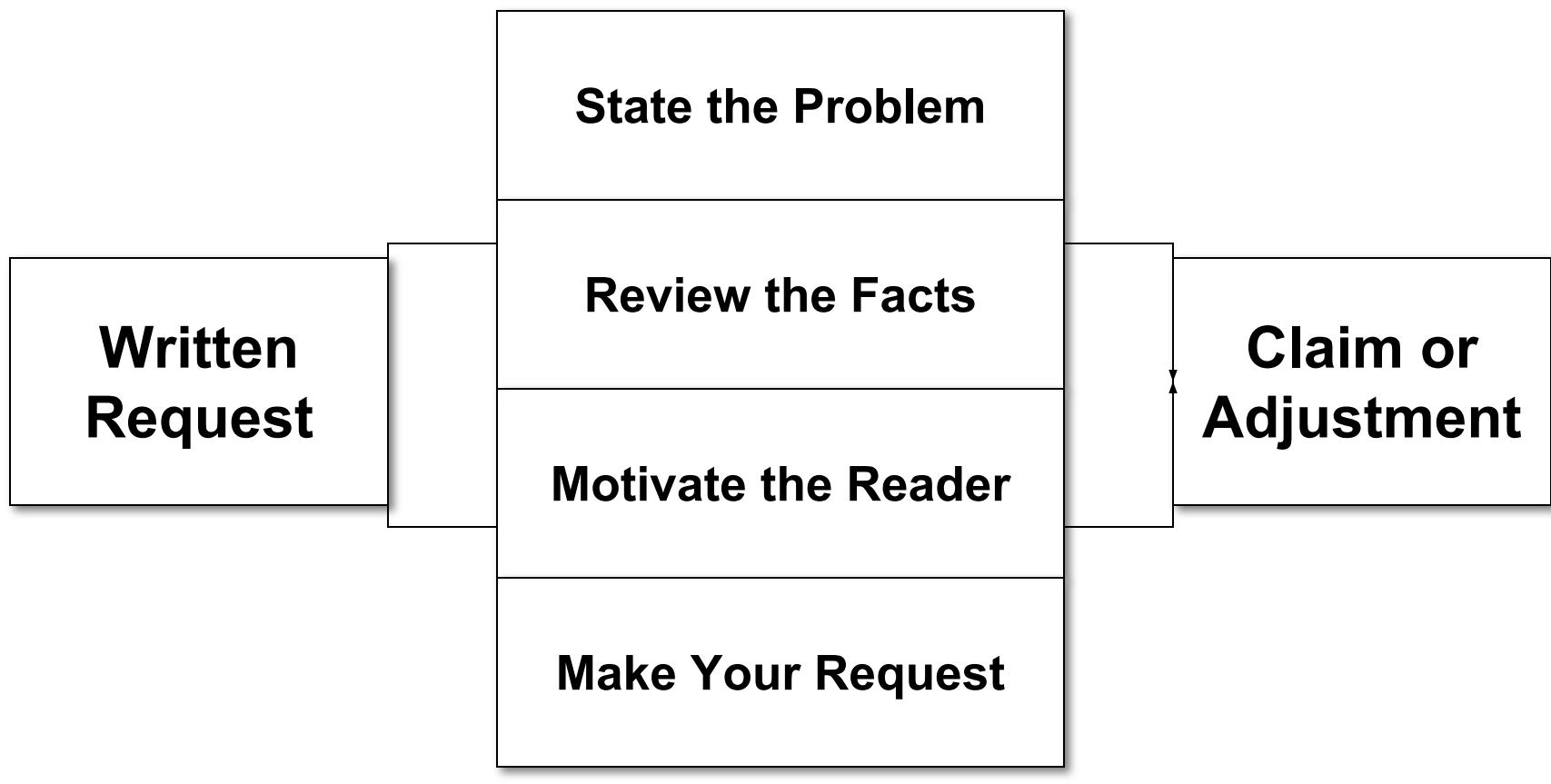
Motivates the reader one last time with a specific cost savings figure, then requests a specific action

Pointers for Developing Persuasive Messages

- Open with a reader benefit, stimulating question, eye-opening fact, or other attention-getter.
- Balance emotional and logical appeals to help the audience accept your message.
- Indicate that you understand the reader's concerns.
- Elaborate on the principal benefits as you continue to stimulate interest and build desire.
- Support your claims with relevant evidence.
- Confidently ask for a decision, stressing the positive results of the action.
- Include pertinent action details such as deadlines.
- Make the desired response simple to understand and easy to accomplish.
- Close with one last reminder of how the audience can benefit.



Claims and Adjustments



Sales and Fundraising Messages



Sales Message Strategies



**Emphasizing
Selling Points**

Stressing Benefits

**Remembering
Legal Issues**

Sales Message Strategies

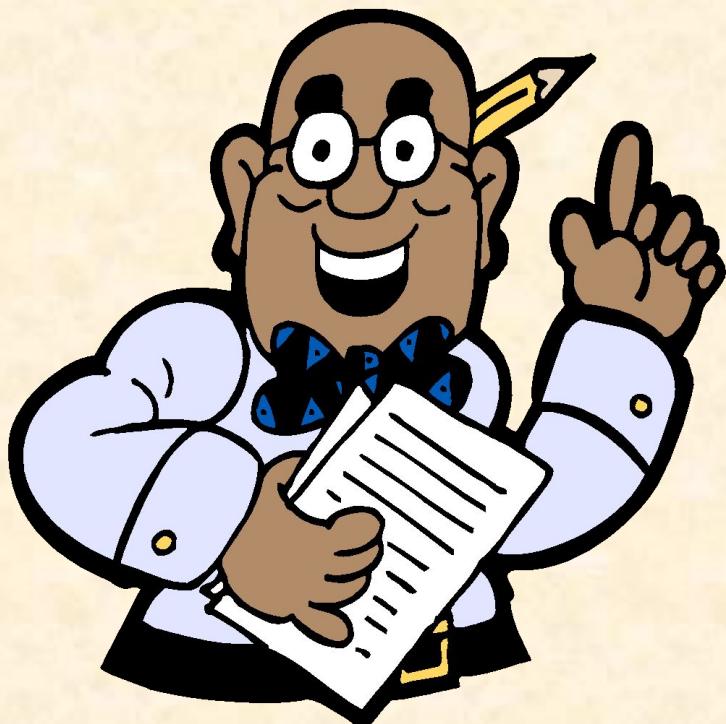


**Using Action
Terms**

**Talking
About Price**

**Supporting
Your Claims**

Writing Fundraising Messages



**Analyze the
Audience**

**Study the
Competition**

Clarify Benefits

**Keep the
Message Personal**