

# **Writing Persuasive Messages**

# Three-Step Writing Process

<b>1</b> <b>Planning</b>		<b>2</b> <b>Writing</b>		<b>3</b> <b>Completing</b>	
<b>Analyze the Situation</b>		<b>Organize the Message</b>		<b>Revise the Message</b>	
<b>Investigate the Topic</b>		<b>Compose the Message</b>		<b>Produce the Message</b>	
<b>Adapt to the Audience</b>				<b>Proofread the Message</b>	

# 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**

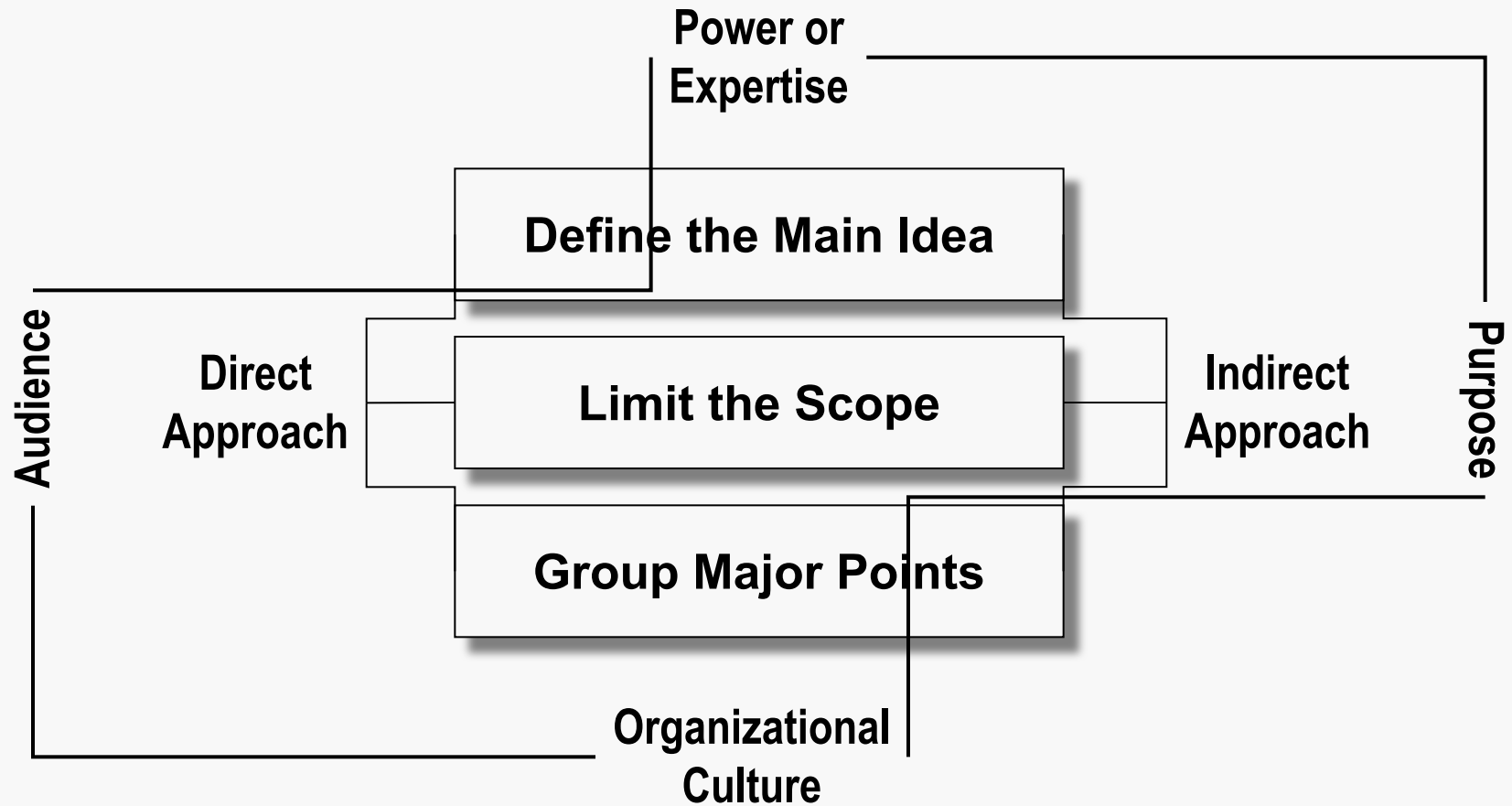
**Good  
Intentions**

# Strive for High Ethical Standards

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



# Writing Persuasive Messages





# Completing the Message

**Evaluate  
the Content**

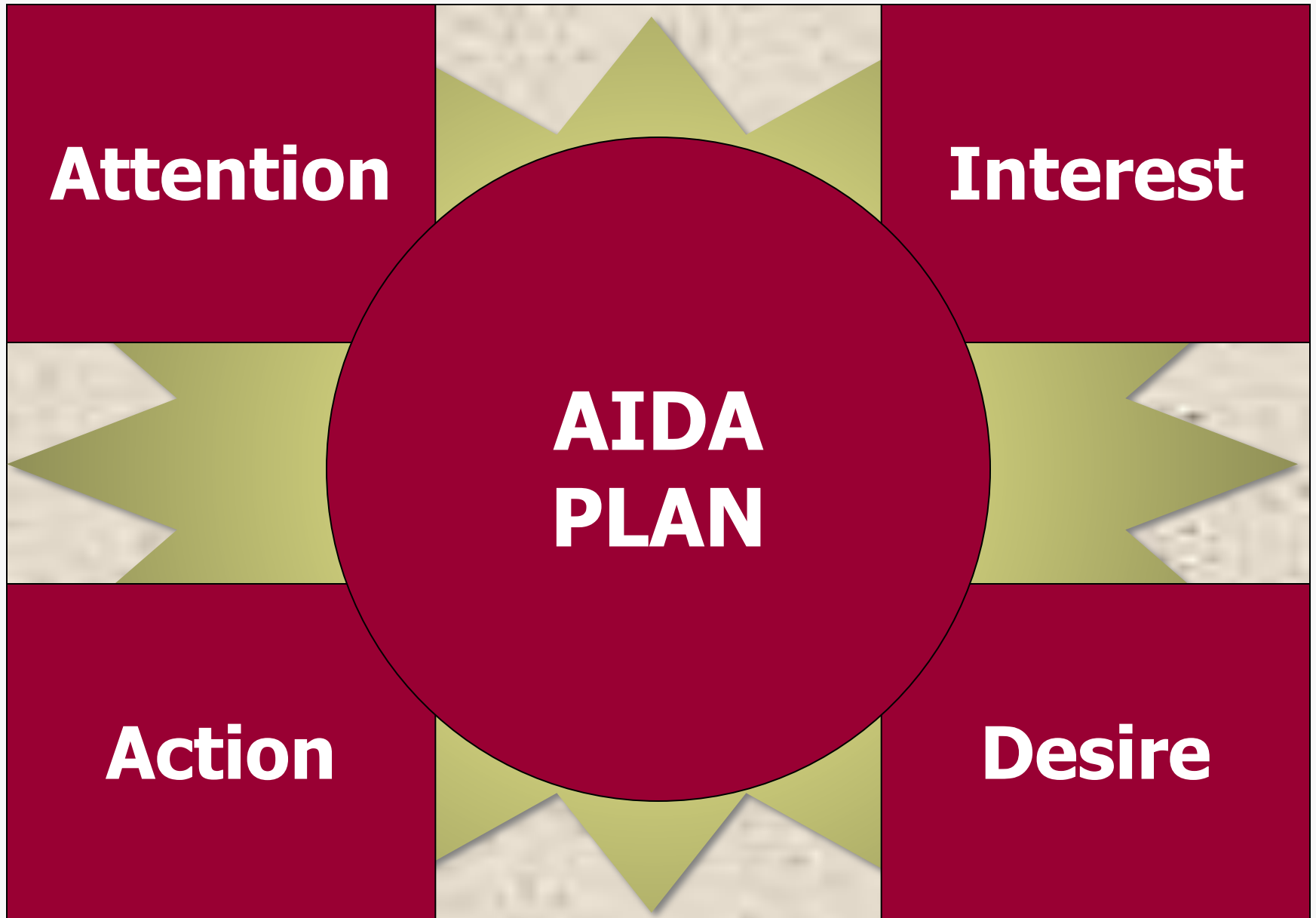
**Revise for Clarity  
and Conciseness**

**Evaluate Design  
and Delivery**

**Proofread  
the Message**

# Logic and Emotions







# 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**

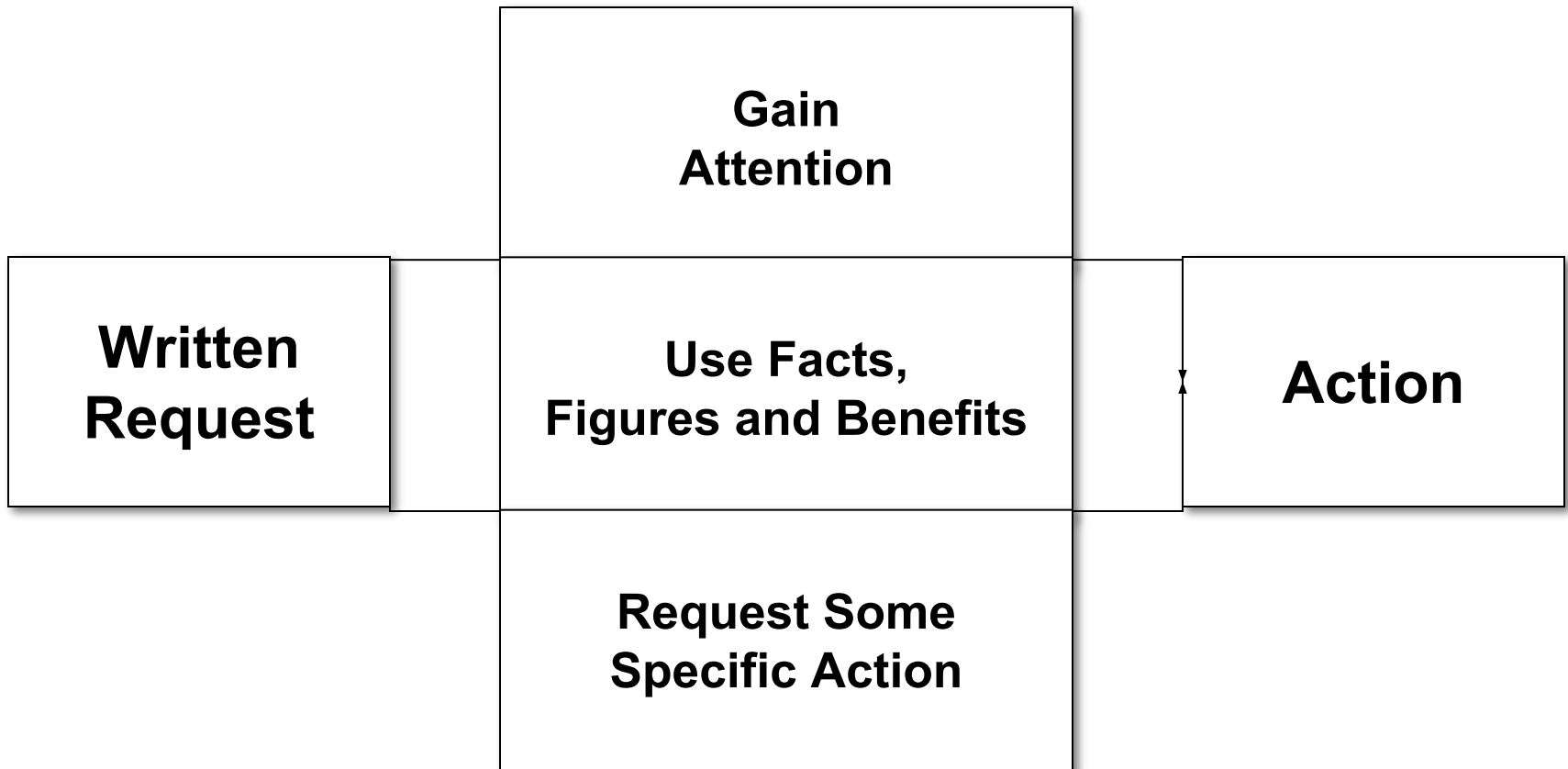
**Claims and  
Adjustments**

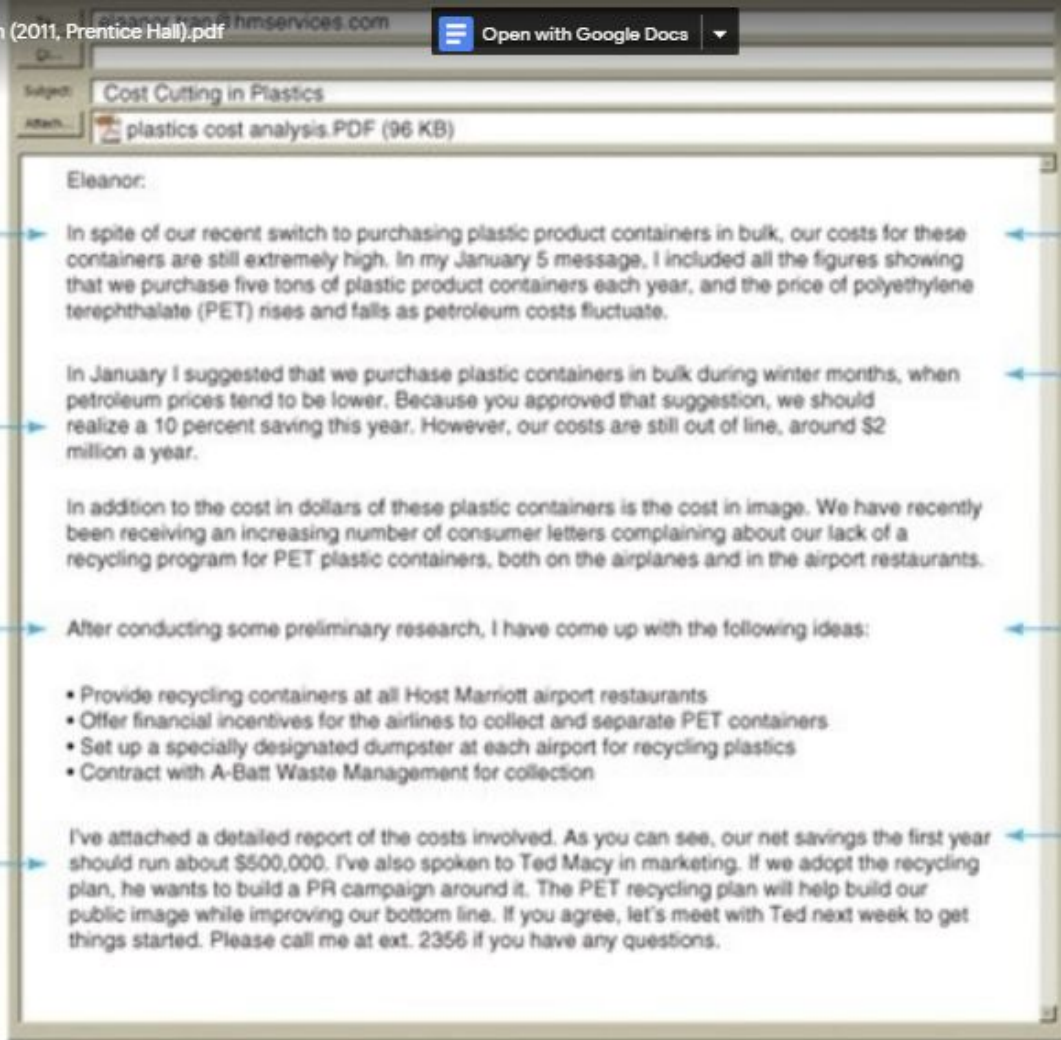
**Persuasive  
Requests**



*Types of Messages*

# Requests for Action





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

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

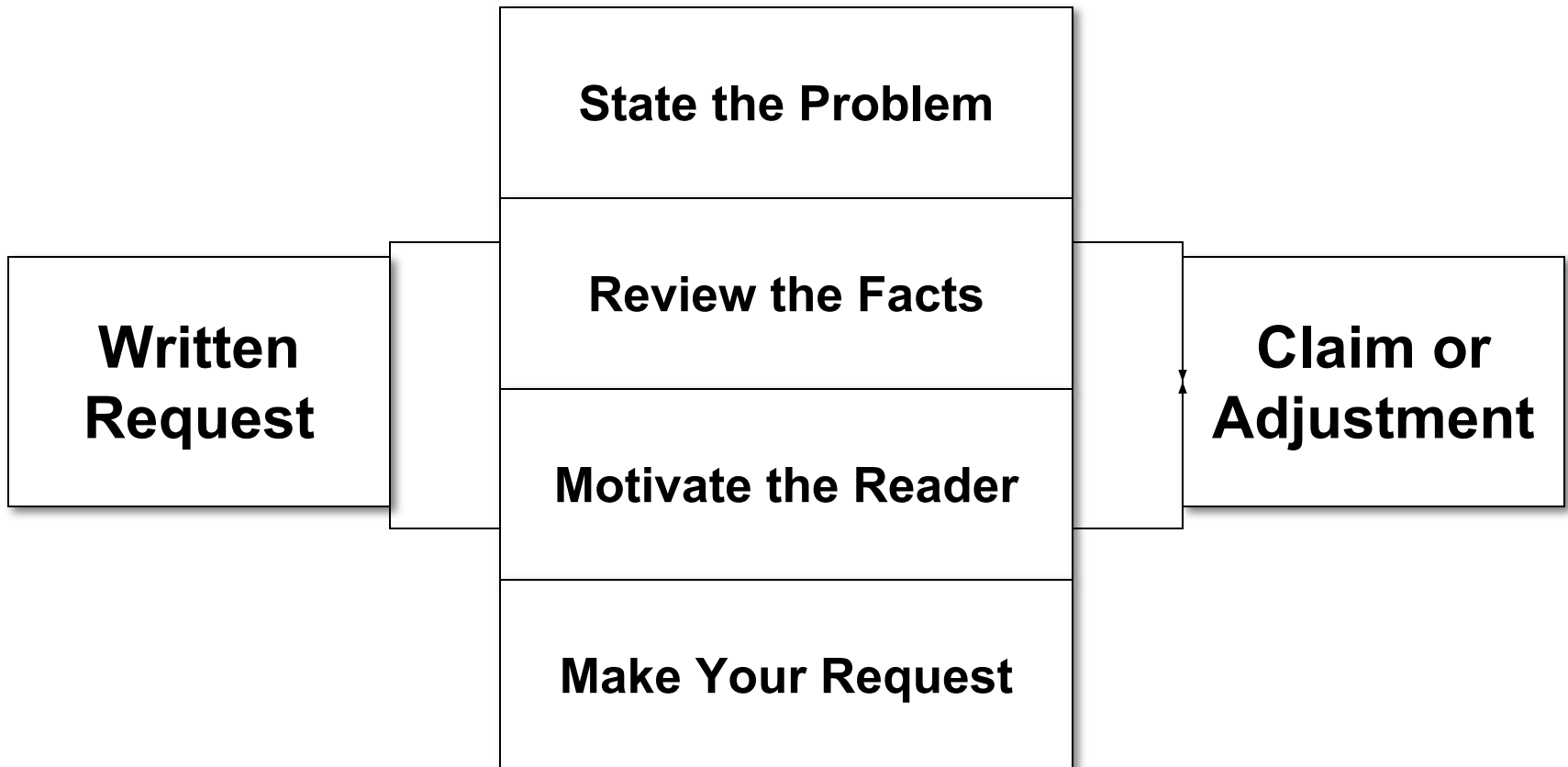
Increases the recipient's desire or willingness to take action by outlining a solution

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, convenient, 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**