Use to:

- **≻**Propose ideas
- ➤ Request actions
- Convince others to agree

For example

Request for tools/resources

Proposing an idea

Suggesting an improvement

Job application letter



Understand your audience

Have a clear goal

Support with logic, facts, or benefits

Include a call to action

ANALYZING PERSUASIVE SITUATIONS

- ➤ What do you want people to do?
- ➤ What objections, if any, will the audience have?
- ➤ How strong is your case?
- ➤ What kind of persuasion is best for the situation?
- What kind of persuasion is best for the organization and the culture?

See manual pages 126-131

CHOOSING A PERSUASIVE STRATEGY

Direct request pattern, when

- The audience will do as you ask (no resistance)
- The message is routine or non-sensitive
- The audience may not read all of the message (time saving)

Problem-solving pattern, when

- You need to Present a logical case and solution to a problem
- The reader may resist, but they need evidence, reasons, or a clear solution
- Help them see why saying yes is logical or necessary

Sales pattern, when

- Create desire and emotional appeal
- The reader may resist, and emotions or value-based appeal are persuasive

3.6.1 (1)

PERSUASIVE DIRECT REQUESTS

Paragraph 1:

 Consider asking immediately for the information or service you want

Paragraph 2:

• Give your audience all the information they will need to act on your request

Paragraph 3:

Ask the action you want

See the sample on page 133

When to use?

Asking for confirmation

Scheduling meetings with teachers or peers

Requesting recommendation letters or support for internships

PERSUASIVE PROBLEM SOLVING

Paragraph 1:

• Mention a common ground: Show that your message will be interesting or beneficial

Paragraph 2:

Define the problem

Paragraph 3:

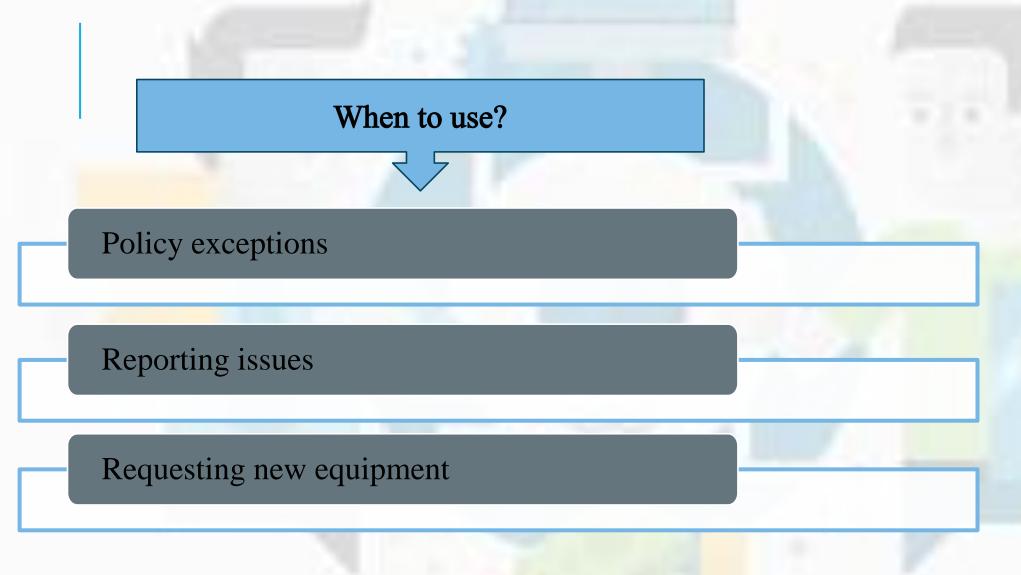
• Explain the solution to the problem with benefits

Paragraph 4:

Ask for the action you want

See the sample on page 135

PERSUASIVE PROBLEM SOLVING



SALES PATTERN

Paragraph 1: Attention

• Start with an impactful opening that grab reader's attention

Paragraph 2: Build interest

Explain the context briefly.

Paragraph 3: Desire

- Focus on the benefits of the reader (what they gain)
- Add emotional appeal to it (motivation, opportunity, community etc.)

Paragraph 4: Action

Ask for the action you want

Paragraph 5: Closing

Positive close with gratitude and warmth

SALES PATTERN

When to use?

Sponsorship requests

Promotional invitations

Free trials

Guest speaker invites

Task: READ EACH SCENARIO AND DECIDE WHICH PERSUASIVE STRATEGY TO USE:

Direct

• You're emailing your professor to request a copy of the lecture slides you missed last week.

Problem-solving

• You and your group need a 3-day extension on your final project due to unexpected bugs during deployment.

Sales Pattern

• You're writing to a software company asking for a free trial of their premium database tool for your class project.

Sales Pattern

• You want to convince your teacher to invite a cybersecurity expert to speak in your class.

Problem-Solving

• You're submitting a written request to the university IT department for a new computer because yours is too slow for compiling projects.

Task: READ EACH SCENARIO AND DECIDE WHICH PERSUASIVE STRATEGY TO USE:

Direct

• You're following up with your course advisor to confirm your enrollment in a workshop.

Problem-solving

• You're writing to your supervisor asking them to reconsider a poor performance review you believe was unfair.

PRACTICE: Persuasive Messages

Task: Your class recently discussed emerging technologies in one of your core courses in computer science. You and your peers believe that a talk by a real-world professional would make the concepts more relatable and inspiring. You want to convince your course teacher to invite a CS industry expert (e.g., a software engineer, cybersecurity analyst, or AI developer) for an informative session. Write a Persuasive Email to your teacher by using the appropriate persuasive strategy structure.

Paragraph 1: Politely greet and introduce your purpose. Mention how it connects to recent class topics and how students are inspired by the idea.



Paragraph 2:

- > Explain the idea of inviting a CS professional.
- ➤ Highlight student interest and curiosity.
- > Mention how this fits with what's being studied.

Paragraph 3: Emphasize benefits: real insights, or inspiration for career paths.

Paragraph 4:

- > Request approval to move forward.
- ➤ Offer to coordinate or help organize.
- Express enthusiasm and appreciation.

