

A stylized illustration in the background features two people, a man on the left and a woman on the right, both with short dark hair and wearing light-colored shirts. They are positioned behind a large, multi-colored gear (blue, green, yellow, and pink) that has a laptop screen on top of it. The entire scene is set against a light blue background with a subtle pattern of small dots.

PERSUASIVE MESSAGES

PERSUASIVE MESSAGES

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

PERSUASIVE MESSAGES

Key elements:



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

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**

PERSUASIVE MESSAGES

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

When to use?



Policy exceptions

Reporting issues

Requesting new equipment

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.
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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.
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