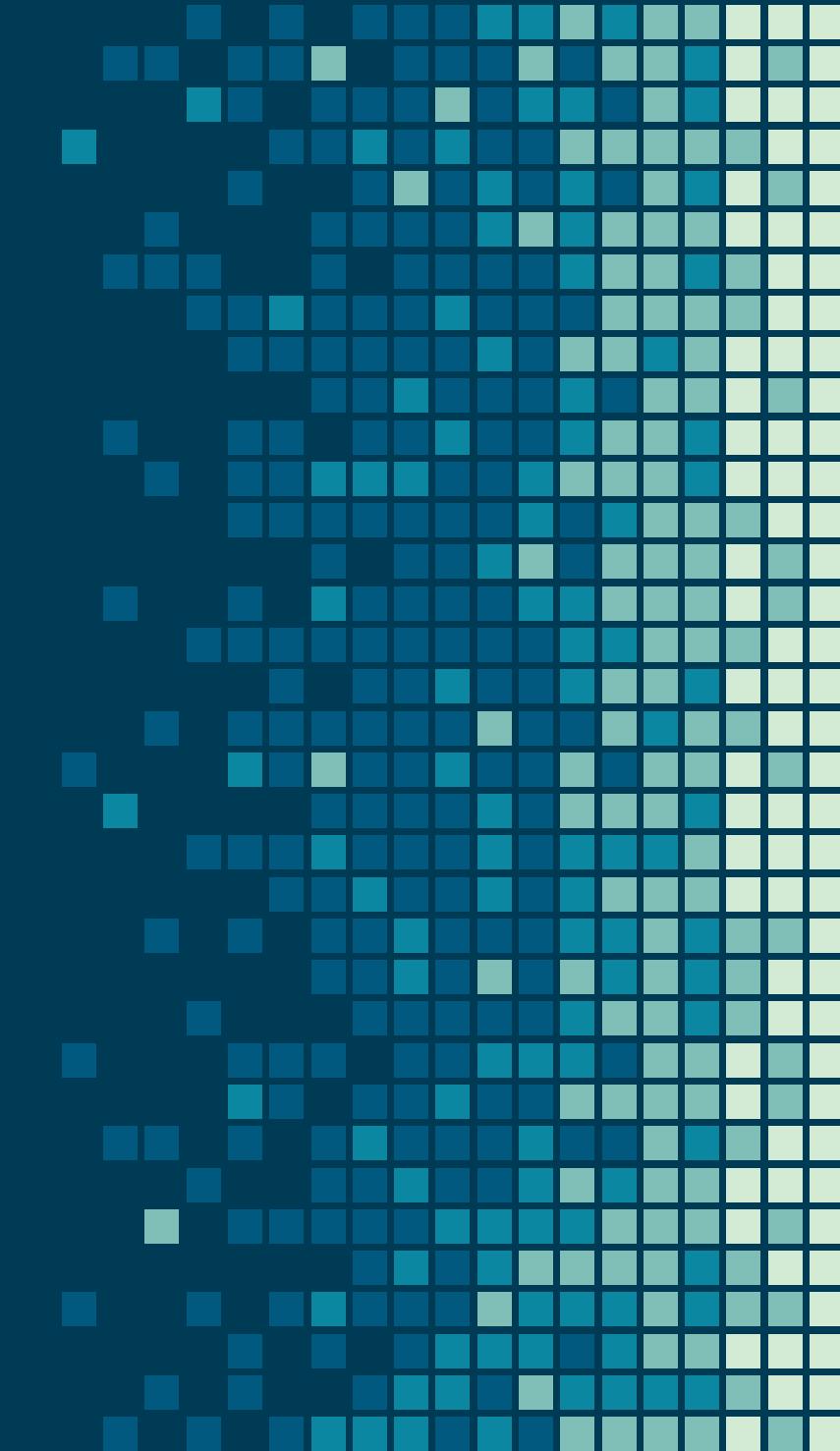


# Persuasive Messages

EAC594



# Agenda

Chapter 8:

**Unit 27 - Persuasive and Sales Messages**

# Objective

- Explain digital-age persuasion
- Identify time-proven persuasive techniques
- Apply the 3-x-3 writing process to persuasive messages



Source: <https://www.vectorstock.com/>

**“ Persuasion** is “a symbolic process in which communicators try to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice.”

Richard M. Perloff

# How Has Persuasion Changed in the Digital Age?

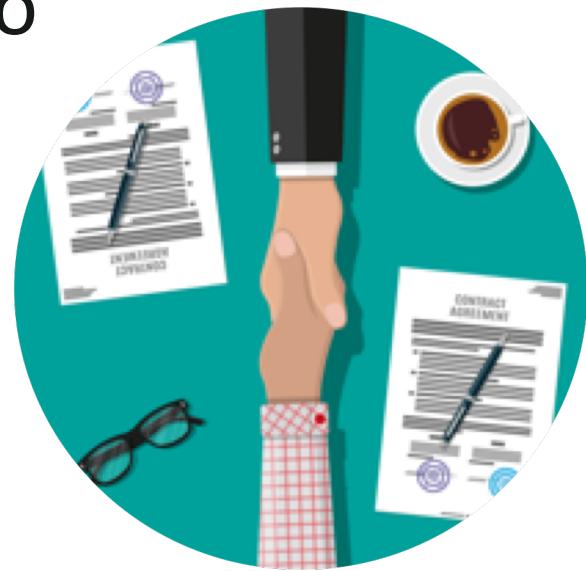
**1949:** More Doctors Smoke Camels Than Any Other Cigarette

**2019:** Ed's Heinz Ad

# The Art of Persuasion

## Rhetorical Appeals

- **Rhetoric** refers to strategies used to persuade a specific audience.
- **Logos** (reason/logic)
- **Ethos** (credibility)
- **Pathos** (emotion)
- All three elements are integral parts of your persuasive business messages

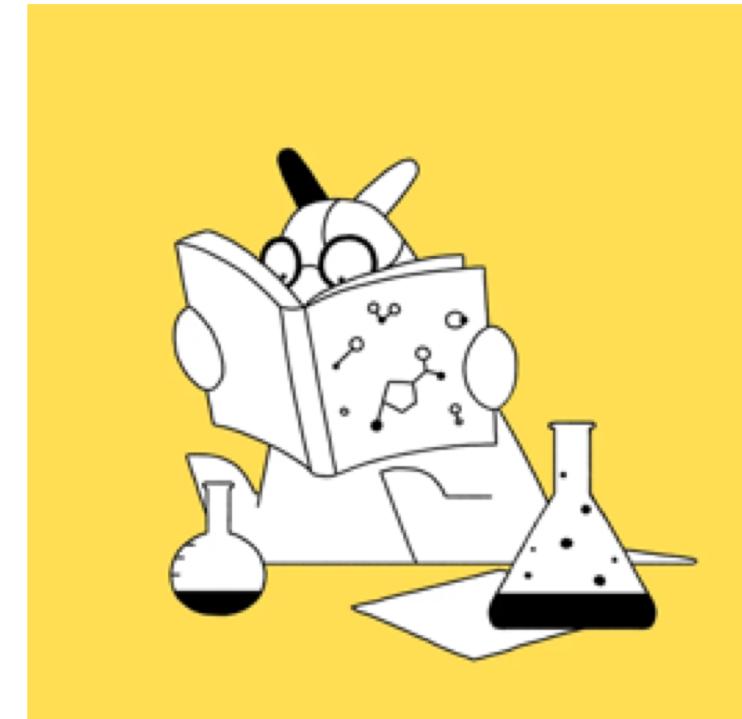


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# Rhetorical Appeals

## Logical Appeal (Logos):

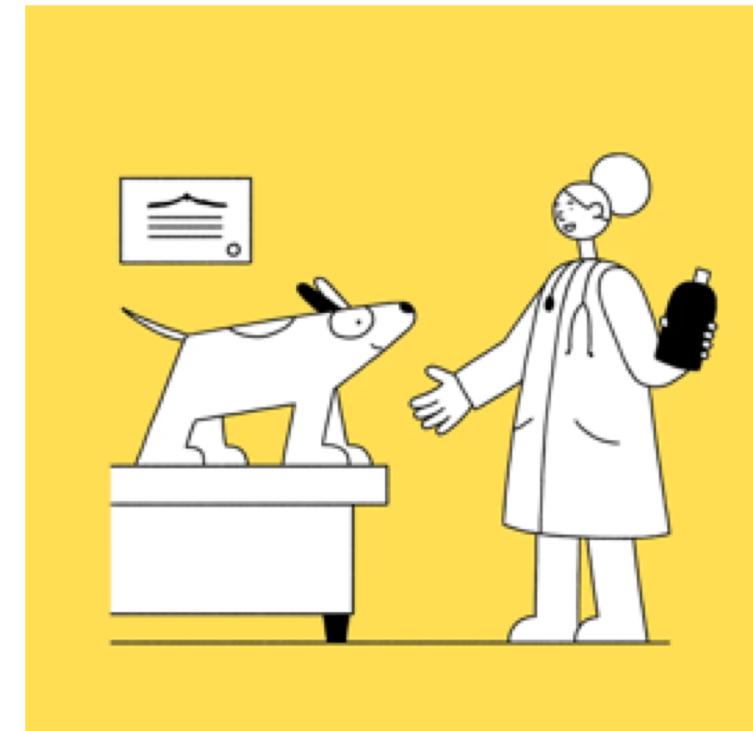
- Facts
- Examples (various types)
- Statistics
- Experiments
- Case studies
- Analogies and logical reasoning



# Rhetorical Appeals

## Ethical Appeal (Ethos):

- Citation of experts' opinion
- Examples illustrating deep knowledge of the issue
- Answering opposition

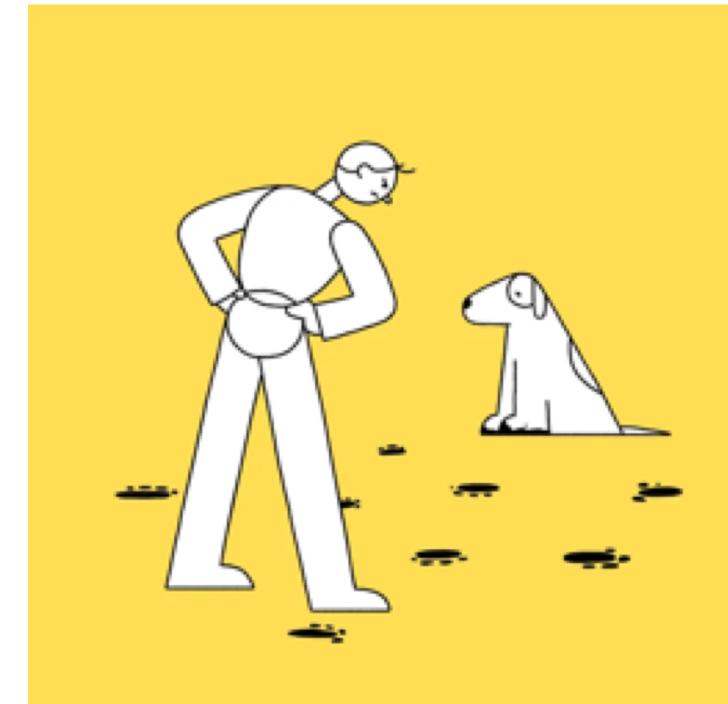


Source: <https://boords.com/ethos-pathos-logos>

# Rhetorical Appeals

## Emotional Appeal (Pathos):

- Personal anecdotes
- Narratives
- Impact studies
- Testimony of those having first-hand knowledge of/experience with the issue



Source: <https://boords.com/ethos-pathos-logos>

## Figure 10.1 Six Basic Principles That Direct Human Behaviour

# Six Basic Principles That Direct Human Behaviour

# Persuading Effectively and Ethically in the Workplace

Video: [Science of Persuasion](#)

Link: <https://youtu.be/cFdCzN7RYbw>

# Applying the 3-x-3 Writing Process to Persuasive Messages

Phase 1: Analyzing, Anticipating, Adapting

Phase 2: Researching, Organizing, Composing

Phase 3: Revise, Proofread, Evaluate



# AIDA Strategy

for creating successful persuasive messages

# Persuading With AIDA



The **AIDA** Model identifies cognitive stages an individual goes through during the buying process for a product or service.

# AIDA Strategy for Persuasive Messages

Figure 10.4 The AIDA Strategy for Persuasive Messages

STRATEGY	CONTENT	SECTION
 <b>Attention</b>	Captures attention, creates awareness, makes a sales proposition, prompts audience to read on	Opening
 <b>Interest</b>	Describes central selling points, focuses not on features of product/service but on benefits relevant to the reader's needs	Body
 <b>Desire</b>	Reduces resistance, reassures the reader, elicits the desire for ownership, motivates action	Body
 <b>Action</b>	Offers an incentive or a gift, limits the offer, sets a deadline, makes it easy for the reader to respond, closes the sale	Closing

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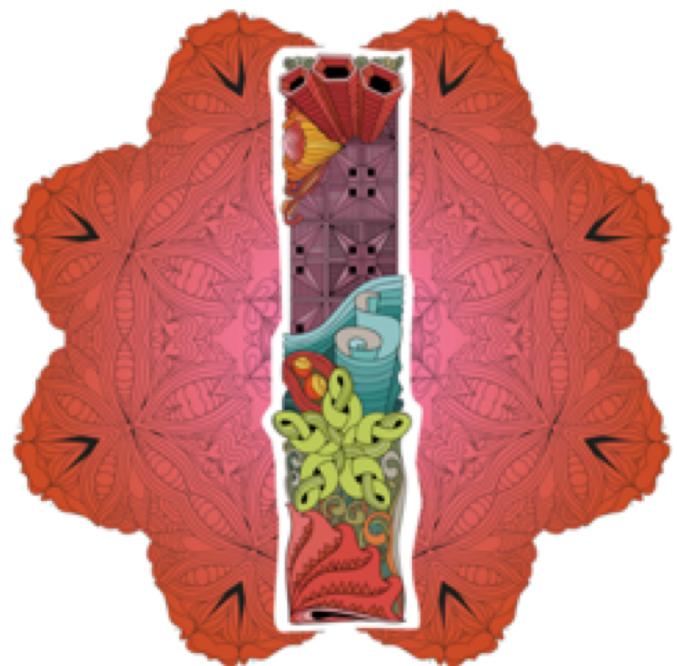
# AIDA – Gaining Attention



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- Summarize the problem.
- Make an unexpected statement.
- Focus on reader benefit.
- Use a compliment.
- Give related facts.
- Ask a stimulating question.

# AIDA – Building Interest



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- Use specific details.
- Provide evidence.
- Show direct benefits.
- List indirect benefits.

# AIDA – Eliciting Desire



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- Reduce resistance.
- Anticipate objections.
- Offer counterarguments.
- Use *What if?* scenarios.
- Demonstrate competence.
- Show the value of the proposal.

# AIDA – Prompting Action

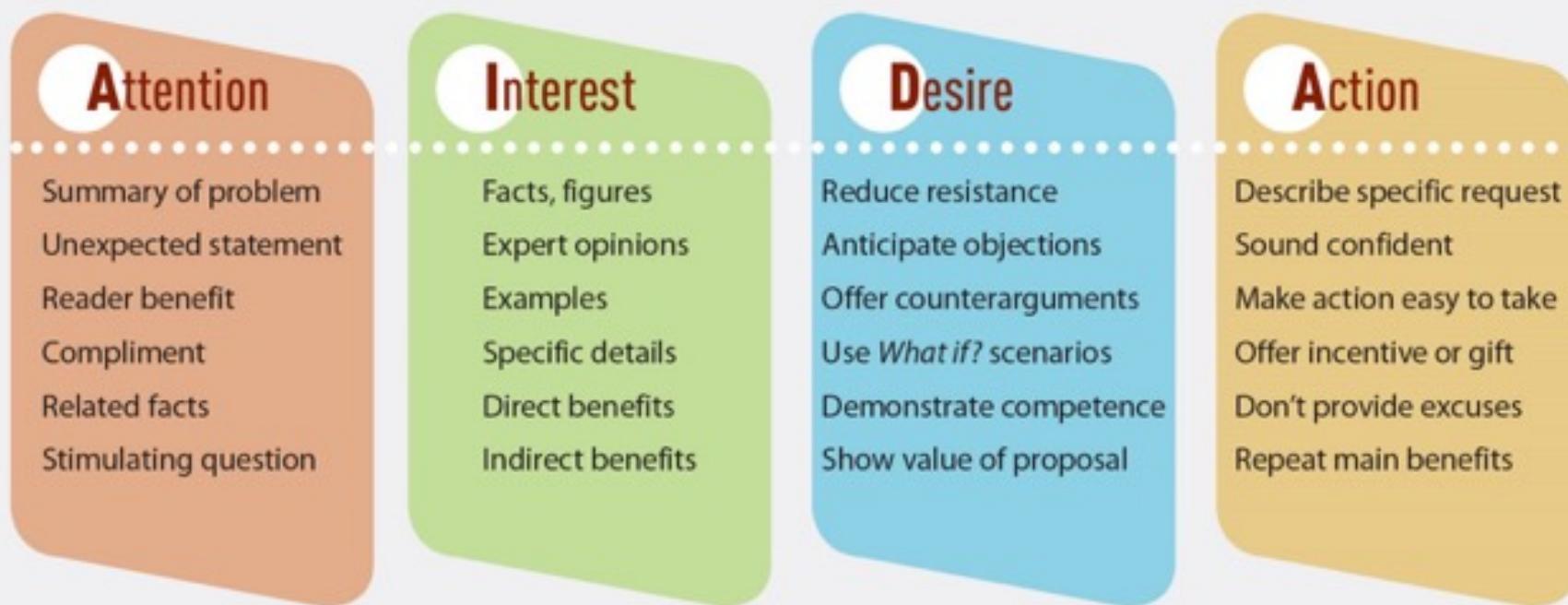


<https://www.vectorstock.com/>

- Describe a specific request.
- Sound confident.
- Make the action easy to take.
- Offer an incentive or gift.
- Repeat main benefits.

# Blending Four Major Elements in Successful **Persuasive** Messages

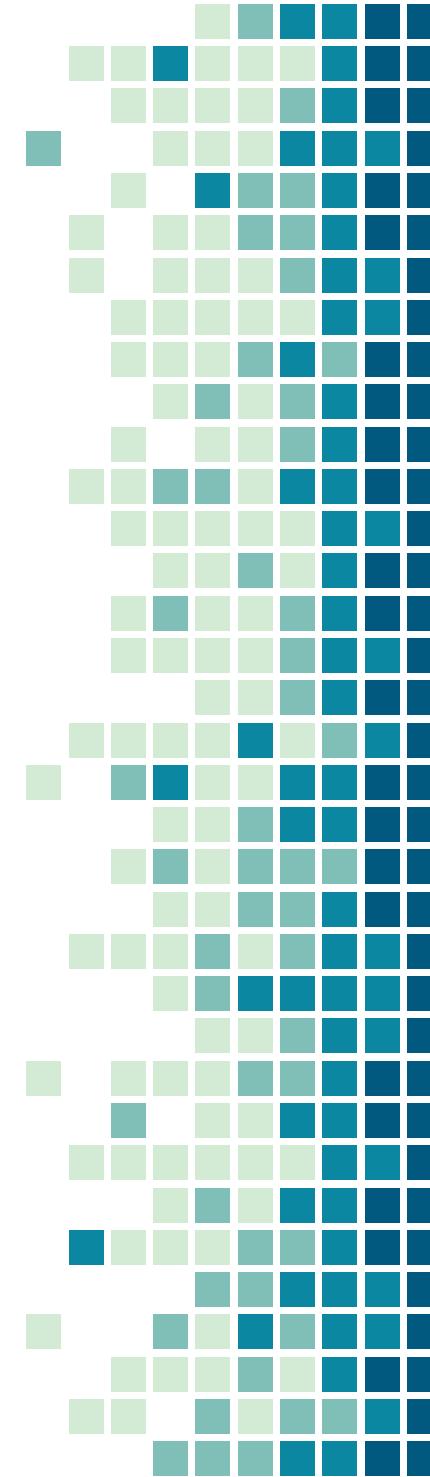
**Figure 10.5 Applying the Four-Part AIDA Strategy to Persuasive Documents**



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# A Creating Persuasive Sales Messages in Print and Online



# Creating Persuasive Sales Messages in Print and Online

**Prewrite:** Analyze your product or service.

- What makes it special?
- What central points should you emphasize?
- How does it compare with the competition?

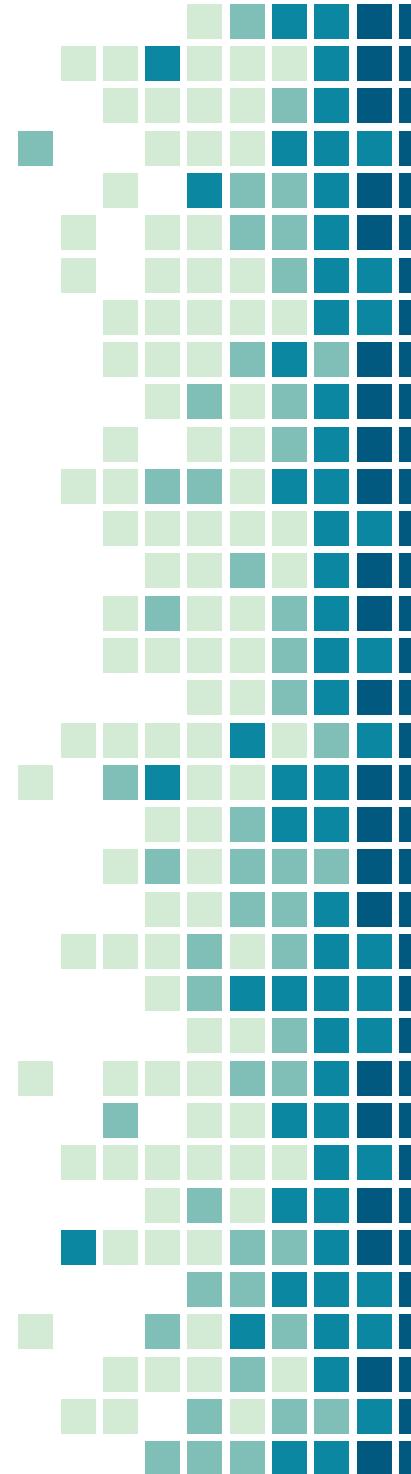
# Creating Persuasive Sales Messages in Print and Online

**Prewrite:** Profile your audience.

- How will this product or service benefit the audience?
- What do you want the audience to do?

*Increase the response rate by targeting your audience through selected database mailing lists.*

# Creating Persuasive Sales Messages in Print and Online



## Gain Attention

- Describe a product feature, present testimonials, make a startling statement, or show the reader in an action setting.
- Offer something valuable, promise a significant result, or improved efficiency
- Suggest a solution to a problem, offer a relevant **anecdote**, use the receiver's name, or mention a meaningful current event.

# Creating Persuasive Sales Messages in Print and Online

## Build Interest

- Describe the product in terms of **what it does for the reader: audience benefit**
- Show how the product or service saves or makes money, reduces effort, improves health, produces pleasure, or boosts status.

# Creating Persuasive Sales Messages in Print and Online

## Elicit Desire, Reduce Resistance

- Counter anticipated reluctance with attractive warranties, trial offers, free samples, money-back guarantees, or testimonials.
- Build credibility with results of performance tests, polls, or awards.
- If price is not a selling feature, describe it in small units, show it as savings, or tell how it compares favorably with the competition.

# Creating Persuasive Sales Messages in Print and Online

## Motivate Action

- Close by repeating a central selling point with clear instructions for easy action.
- Prompt the reader to act immediately with a gift, incentive, limited offer, or deadline.
- Put the strongest motivator in a postscript.
- Make it easy to respond.
- In e-mails, include an opportunity to opt out.

# Assignment Reminder

## Slide Design Assignment

- Read the article Lessons in *Longevity from an 88-Year-Old Zipper Company*  
Create a Slide Presentation (approx. 10 slides) using a visual aid software
- Upload the assignment in **.PPT or .PPTX** format
- **Worth 15%**
- **Due: July 29, 2022**

# Final Team Presentation

As a team continue to work on the final team presentation

- **Duration:** 10 minutes per team
- **Numbers of Slides:** no limit
- **Mode:** PowerPoint or any other slide presentation software.
- **Delivery:** In-class (week 13).
- **Participation:** All members should remain present.
- **Submission:** Blackboard

**Worth 25%**

**Due: Week 13**

# Weekly Inspiration



*Be not afraid of going slowly,  
be afraid only of standing still.*

Unknown

