Applying Persuasive Communication

Along with merging into the specific language system, persistent exposure to the ideas will eventually wind up recruiting the individual. By saturating the individual with familiar language, metaphors, body language, etc., resistance to persuasive influence are eventually dissolved. After merging with your audience and connecting with their experience, you've now developed the inside tract from which to orchestrate your agenda. For this to occur, your own agenda *must* serve to enhance the position of the person or group with whom you're communicating.

Some Final Thoughts

As we've seen, persuasive communication involves many elements. Because change doesn't come easily and is met with considerable resistance, it's helpful to orient yourself around the needs of others. By diagnosing someone else's needs and temporarily restraining your own, your ability to impact a communication process is greatly enhanced. Simply imposing your own selfishness will send you spinning off the trajectory of effective communication.

Part of learning effective persuasion skills is realizing that your motive is to enhance the lives of others. By truly offering a better, more fulfilling way, others will follow your lead very quickly. What could be more persuasive than graciously following someone else's success? Despite finding it difficult to change, they'll see on their own that change is in their best interest.

The notion of credibility lies at the heart of persuasion and influence. Without some element of credibility, persuasive communication is markedly limited. Credibility, like image, is a fragile commodity easily shaken by controversial events and actions. While image and credibility can take considerable time to develop, they can crash and burn

quickly by making a wrong move. By exercising better control over your behavior and tuning-in to your impact on others, you can help preserve credibility and persuasive power.

Dodging The Bullet

As with so many other things, avoiding arrogance, conceit and selfishness, helps to make one's behavior more considerate. By showing greater sensitivity and tuning-in to the feelings of others, serious mistakes which sabotage credibility can be avoided. It's unrealistic to expect to be a persuasive communicator when you've alienated your audience. As such, your credibility is very much related to being liked. Without some degree of sensitivity, being liked can be a tall order to fill.

The role of diplomacy is intimately related to persuasive communication. By stating things in non-offensive ways, individuals are more apt to listen and process information. Finding the best language to connect with your audience is closely related to the *art of diplomacy*. By orienting yourself around their needs and creating an empathic bond, you're more likely to be invited into your audience's world. It's this connection which allows you to ultimately persuade others to your way of thinking. They can see the merits of what you're sharing and choose to adopt those views. In essence, the most persuasive form of communication comes from modeling. Someone truly sees something they find irresistible, and they embrace it with passion. There's no coercion and no manipulation. Ultimately, there's no better form of influence or persuasion.

Applying Pers—

Points to Remember

- Orient yourself around the needs of others
- Display abundant patience and support
- Supply validation whenever possible
- Display unwavering positive energy
- Identify yourself with prestigious institutions and people
- Preserve your image by avoiding socially unacceptable behavior
- Pay close attention to your appearance and presentation
- Use language that specifically relates to your audience
- Cite data and statistics only when they're accurate
- Mirror your audience's needs, hopes and aspirations

Betsy challenge for 116 points

Given the following summary of the Shakespearean character Juliet from his play Romeo and Juliet, create a persuasive argument as to why Romeo should give his love to her. It should be in the first person and use the following persuasion techniques.