Anderson states the three key ways to persuade your reader are to reverse, reinforce, or to shape their attitudes. Aristotle’s three persuasive writing techniques outlined are ethos, pathos, and logos and they each are matched to one of Anderson’s three key ways for persuasion.

To “reverse an attitude you want your readers to abandon” (Anderson 119) you must “offer a reason for relying on your position rather than on the(ir) opposing position” (Anderson 125) which relies heavily on logos to overturn any preconceived logic the reader may have. To “reinforce an attitude you want them to hold even more firmly” (Anderson 119) you have to increase their emotional investment in that attitude which requires an appeal to pathos to create emotional exigence. To “shape (you readers’) attitude on a subject about which they currently have no opinion” (Aristotle 119) on you must build “your readers’ beliefs about whether you are a good source for information and ideas” (Anderson 133) thus using ethos to establish the baseline trust required for your readers’ to even allow you to shape them. This relates to professional writing because it links picking a key method of persuasion to the corresponding persuasive writing techniques based on the purpose of your rhetoric.