

Making your arguments persuasive

STEP 1: The unrefined argument

Begin with an unrefined argument taken from a brainstorm.

Example: *"This printer is faster."*

STEP 2: Proof

Make the argument less ordinary by adding greater detail and substantiation, and by describing indisputable characteristics that answer the question "Why?".

Example: *"It can print 200 pages per minute."*

STEP 3: Advantages for the other person

Transform the indisputable characteristic into an advantage for the other person by answering the question "What's in it for me?".

Example: *"Your whole team will be more productive."*