

COMMUNICATION

# Persuading someone

**LEVEL**

Upper-Intermediate  
(B2)

**NUMBER**

EN\_B2\_1114X

**LANGUAGE**

English



## Learning outcomes

- I can recall some key phrases to persuade someone to do something.
- I can explore ways to successfully persuade someone to do something.





# Warm-up

**Note down** some more examples.





# Asking for a favour

- To **persuade someone** to do something, we can start by **asking for a favour**:



Diana! **I've got a small favour to ask you.**

Tom, **how would you feel about** speaking at the conference next month on behalf of the company?





# Asking for a favour

- Here are some **more ways** to ask for a favour:



**I was wondering, would you** like to be the one who organises our trip to Ibiza this summer?

**I was just thinking, why don't you** sing at Jessie's wedding next year?





# Fill in the gaps

- 1 Hey Jamie! I've got a small favour to \_\_\_\_\_ you.
- 2 How would you \_\_\_\_\_ about being the DJ at our party?
- 3 I \_\_\_\_\_ wondering, would you be able to look at my CV?
- 4 I was just thinking, why \_\_\_\_\_ you cook for us tonight?

don't  
feel  
ask  
was



## Discuss

**When did you  
last ask someone  
for a favour?**

**Imagine you're asking  
them for the same favour  
...but now in English!**





# Powers of persuasion

According to Aristotle, persuasion **cannot occur in the absence of emotion.**

People are moved to action by how someone **makes them feel.**

Let's explore how to **properly** persuade someone!



Hey! I'm feeling really stressed out by all this party planning.  
Do you think you could help me out?





# Exploring persuasion techniques

**Match** the persuasion technique (1-4) with the correct explanation.

**Appealing  
to emotions**

**Giving  
compliments**

**Offering  
a reward**

**Reassuring  
someone**

- A** Here you flatter the person by highlighting their skills and talents. Explain why they are the *only* person who can help you!
- B** Be honest about how you're feeling. What has led you to ask for help? Or, how would them helping you out make you feel?
- C** Does the person seem to think they can't help you? Use this technique to boost their confidence and ultimately get them to say yes to you!
- D** One way to persuade someone is to simply tell them you'll do something for them in return. It could be money, or the promise of another favour in the future!



You **flatter** the person by highlighting their skills and talents.



When we **flatter** someone, how do we make them feel about themselves?





# Sort into categories

**Complete** the activity on your own. Then **compare** answers in breakout rooms.

1

I feel a bit embarrassed asking this...

2

I can assure you that...

3

You'd be really helping me out!

4

You'd be ideal for...

5

I can guarantee you that...

6

You'd be perfect for...

7

I'm having a really tough time at the moment

8

You've got nothing to worry about!

9

I'm really struggling to...

10

You're great at...

**Appealing to emotions**

**Giving compliments**

**Reassuring someone**



# Offering a reward

If you help me paint the fence, I'll do the dishes for a month.

If you come to my aunt's party, I'll buy you that new jacket.

- We can use the **first conditional** to **persuade** someone to do something.
- Remember the first conditional is:
  - If + present verb, future verb.
- In the *will* clause, we can **offer a reward**:
  - e.g. *If you do X, I'll **buy/do** Y for you.*

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# Form a first conditional sentence

Write your own example for 6.

1 Look after the children / buy an ice cream



If you **look after the children** this weekend, I'll **buy you** an ice cream.

2 Work today / give you Friday off



3 Come to gym / cook dinner for you tomorrow



4 Clean the kitchen / bake a cake on Saturday



5 Drive me to the cinema / pay for your ticket



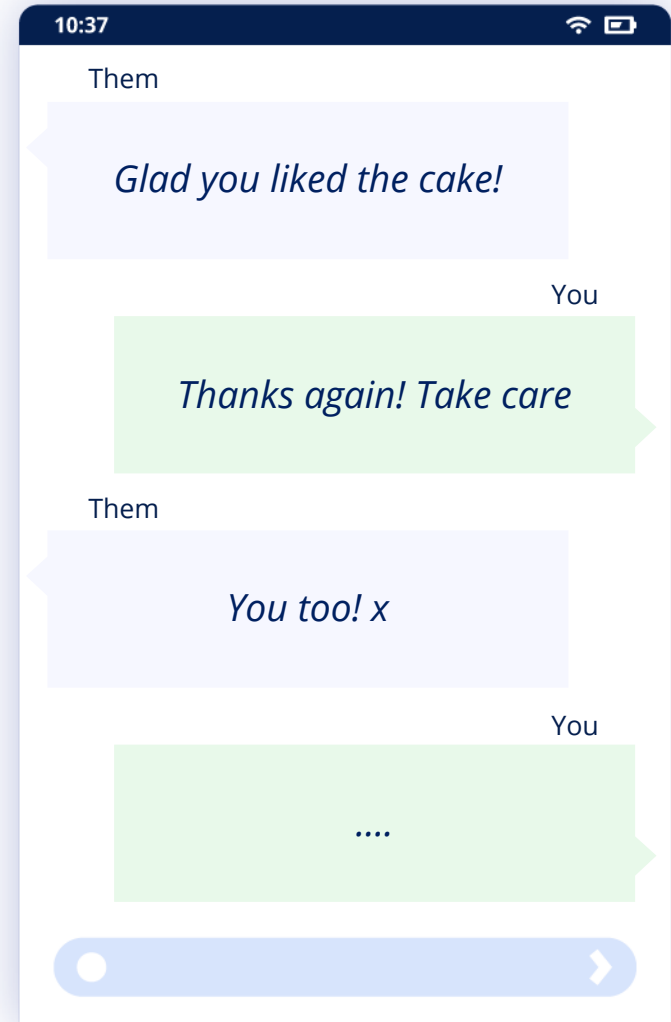
6 ?



# Write a text message

**Imagine** you're throwing a huge party this weekend. At the last minute, your catering cancels and the party is tomorrow.

- You have **one friend** who you haven't spoken to **for a long time** who is a chef.
- **Write** them a text message and **persuade** them to cook for your party tomorrow.







# End of the lesson

Idiom

***to pull strings***

**Meaning:** to use your influence in order to get an advantage for somebody.

**Example:** I was able to **pull some strings** and get you free tickets to the match tomorrow.



# Additional practice



# Fill in the gaps

Try without looking back at the slides! Then, **double-check** your answers.

## Asking for a favour

I've \_\_\_\_\_ a \_\_\_\_\_ favour to \_\_\_\_\_ you.

How \_\_\_\_\_ you \_\_\_\_\_ about...?

I was \_\_\_\_\_, \_\_\_\_\_ you...?

I \_\_\_\_\_ just \_\_\_\_\_, why \_\_\_\_\_ you...?



# Do you remember?

**Describe** each persuasion technique in your own words.



Appealing  
to emotions

Giving compliments

Offering a reward

Reassuring someone



# What do you think?

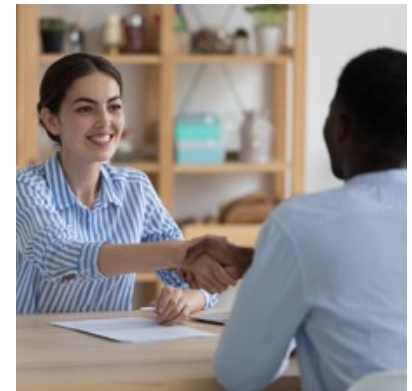
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**Complimenting someone is the easiest way to win them over.**

Do you agree with this opinion or not?

Which of the 4 techniques do you think works best?

Shouldn't we always offer a reward or favour in return?





# Answer key

**P. 6:** 1. ask

2. feel

3. was

4. don't

**P. 9:** Appealing to emotions (B)

Giving compliments (A)

Offering a reward (D)

Reassuring someone (C)

**P. 11:** **Appealing to emotions:** 1, 3, 7, 9

**Giving compliments:** 4, 6, 10

**Reassuring someone:** 2, 5, 8

**P. 13:** 2. If you work today, I'll give you Friday off.

3. If you come to the gym, I'll cook dinner for you tomorrow.

4. If you clean the kitchen, I'll bake you a cake on Saturday.

5. If you drive me to the cinema, I'll pay for your ticket.



# Answer key

- P. 18:**
1. got, small, ask
  2. do, feel
  3. wondering, would
  4. was, thinking, don't





# Summary

## Asking for a favour

- *I've **got a small favour** to ask you!*
- ***How would you feel about** speaking at the conference next month?*
- ***I was wondering, would you** help me with this?*
- ***I was just thinking, why don't you** sing at the wedding for us?*

## Techniques to persuade someone

- **Appealing to emotions:** *I feel embarrassed asking...; I'm having a tough time at the moment; I'm really struggling to;*
- **Giving compliments:** *You'd be ideal for...; You'd be perfect for...; You're great at...*

## More techniques to persuade someone

- **Reassuring someone:** *I can assure you that...; I can guarantee you that...; You've got nothing to worry about!*
- **Offering a reward:** *I'll do something in return for you!*

## Using the first conditional to offer a reward

- We can use the **first conditional** to **persuade** someone to do something.
- Remember the first conditional is: **If** + present verb, future verb.
- In the **will** clause, **offer a reward**: e.g. *If you come to the party, I'll **make you breakfast** tomorrow.*



# Vocabulary

I've got a small favour to ask you

How would you feel about...?

I was wondering, would you...?

I was just thinking, why don't you...?

I feel embarrassed asking...

I'm having a tough time at the moment

I'm really struggling to...

You'd be ideal for...

You'd be perfect for...

You're great at...

I can assure you that...

I can guarantee you that...

You've got nothing to worry about!

to do something in return



## Notes

