*Logos* (If you see any of these statements in your speech, place it under *logos*).

If...then: “If you believe X, then you should believe Y also.”

Either…or: “Either you believe X, or you believe Y.”

Cause and effect: “X is the reason Y happens.”

Costs and benefits: “The benefits of doing X are worth or not worth the cost of Y.”

Better and worse: “X is better/worse than Y because…”

Examples: “For example, X and Y demonstrate that Z happens.”

Facts and data: “The facts and data support my argument that X is true and Y is not.”

Anecdote: “X happened to these people, thus demonstrating Y.”

*Ethos*

Personal experience: “I have experienced X, so I know it’s true and Y is not.”

Personal credentials: “I have a degree in Z or I am the leader of …”

Good moral character: “I have always done the right thing…”

Appeal to experts: “According to Z, who is an expert on this topic, X is true and Y is not.”

Identification with the reader or listener: “You and I come from very similar backgrounds…”

Admission of limitations: “I may not know much about Z, but …”

Expression of good will: “I want what is best for you.”

Use of “insider” language: Using special terminology only insiders would know.

*Pathos*

Promise of gain: “By agreeing with us, you will gain trust, time, money, love, etc.”

Promise of enjoyment: “If you do things our way, you will experience joy, anticipation, fun…”

Fear of loss: “If you don’t do things this way, you risk losing time, money, love, etc.”

Fear of pain: “If you don’t do things this way, you may feel pain, sadness, grief, etc.”

Expression of anger or disgust: “You should be angry or disgusted because …”