Writing
Persuasive Messages

The ability to persuade others to accept and support your ideas is an essential career skill.
Source: © Image Source/SuperStock.
Completing Business Messages

1. Three Step Process
2. Establish Credibility
3. AIDA Model
4. Emotional and Logical Appeals
5. Examples of Persuasive Messages
6. Messages for Social Media
7. Ethics, Legal Compliance and Etiquette
Three-Step Writing Process

Planning

- Analyze Situation
- Gather Information
- Select Medium
- Get Organized

Writing

- Adapt to the Audience
- Compose the Message

Completing

- Revise
- Produce
- Proofread
- Distribute
# Planning the Message

<table>
<thead>
<tr>
<th>Analyze the Situation</th>
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<tbody>
<tr>
<td>Gather the Information</td>
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<td>Select the Medium</td>
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<tr>
<td>Organize the Information</td>
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**Prentice Hall, 2008**

*Business Communication Today, 9e*  
Chapter 10 - 4
Analyze the Situation

- Clarify Your Purpose
- Express Your Purpose
- Build Your Case

- Audience Members
  - Points of Resistance
  - Desired Actions

- Decision Makers
  - Alternative Positions
  - Corporate Culture
Analyze the Audience

Demographics
- Gender
- Income
- Education
- Other Factors

Psychographics
- Personality
- Attitudes
- Lifestyle
- Other Factors
# Human Needs That Influence Motivation

**TABLE 10.1 Human Needs That Influence Motivation**

<table>
<thead>
<tr>
<th>Need</th>
<th>Implications for Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Basic physiological requirements:</strong> The needs for food, water, sleep, oxygen, etc.</td>
<td>Everyone has these needs, but the degree of attention an individual gives to them often depends on whether the needs are being met; for instance, an advertisement for sleeping pills will have greater appeal to someone suffering from insomnia than to someone who has no problem sleeping.</td>
</tr>
<tr>
<td><strong>Safety and security:</strong> The needs for protection from bodily harm, to know that loved ones are safe, and for financial security, protection of personal identity, career security, and other assurances</td>
<td>These needs influence both consumer and business decisions in a wide variety of ways; for instance, advertisements for life insurance often encourage parents to think about the financial security of their children and other loved ones.</td>
</tr>
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<td><strong>Affiliation and belonging:</strong> The needs for companionship, acceptance, love, and popularity</td>
<td>The need to feel loved, accepted, or popular drives a great deal of human behavior, from the desire to be attractive to potential mates to wearing the clothing style that a particular social group is likely to approve.</td>
</tr>
<tr>
<td><strong>Power and control:</strong> The need to feel in control of situations or to exert authority over others</td>
<td>You can see many examples appealing to this need in advertisements: <em>Take control of your life, your finances, your future, your career, and so on.</em> Many people who lack power want to know how to get it, and people who have power often want others to know they have it.</td>
</tr>
<tr>
<td><strong>Achievement:</strong> The need to feel a sense of accomplishment—or to be admired by others for accomplishments</td>
<td>This need can involve both <em>knowing</em> (when people experience a feeling of accomplishment) and <em>showing</em> (when people are able to show others that they’ve achieved success); advertising for luxury consumer products frequently appeals to this need.</td>
</tr>
<tr>
<td><strong>Adventure and distraction:</strong> The need for excitement or relief from daily routine</td>
<td>People vary widely in their need for adventure; some crave excitement—even danger—while others value calmness and predictability. Some needs for adventure and distraction are met <em>virtually</em>, such as through horror movies, thriller novels, and violent video games.</td>
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# Human Needs That Influence Motivation

## Table 10.1: Human Needs That Influence Motivation

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<td><strong>Knowledge, exploration, and understanding:</strong> The need to keep learning</td>
<td>For some people, learning is usually a means to an end, a way to fulfill some other need; for others, acquiring new knowledge is the goal.</td>
</tr>
<tr>
<td><strong>Aesthetic appreciation:</strong> The desire to experience beauty, order, and symmetry</td>
<td>Although this need may seem “noncommercial” at first glance, advertisers appeal to it frequently, from the pleasing shape of a package to the quality of the gemstones in a piece of jewelry.</td>
</tr>
<tr>
<td><strong>Self-actualization:</strong> The need to “be all that one can be,” to reach one’s full potential as a human being</td>
<td>Psychologists Kurt Goldstein and Abraham Maslow popularized self-actualization as the desire to make the most of one’s potential, and Maslow identified it as one of the higher-level needs in his classic hierarchy; even if people met most or all of their other needs, they would still feel the need to self-actualize. An often-quoted example of appealing to this need is the U.S. Army’s one-time advertising slogan “Be all you can be.”</td>
</tr>
<tr>
<td><strong>Helping others:</strong> The need to believe that one is making a difference in the lives of other people</td>
<td>This need is the central motivation in fundraising messages and other appeals to charity.</td>
</tr>
</tbody>
</table>

Preparing the Message

Gathering Information
- Logical
- Emotional

Selecting the Medium
- Internal Audience
- External Audience
Organizing the Message

Direct Approach (Deductive)
- Define the Main Idea
- Limit the Scope
- Group Major Points

Indirect Approach (Inductive)
### Writing the Message

<table>
<thead>
<tr>
<th>Positive Polite Language</th>
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<tr>
<td>Cultural Differences</td>
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<td>Organizational Cultures</td>
</tr>
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<td>Speaker Credibility</td>
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</table>
Completing the Message

- Evaluate the Content
- Revise for Clarity and Conciseness
- Evaluate Design and Delivery
- Proofread the Message
Developing Persuasive Messages

- Structuring Your Message
- Balancing Emotion and Logic
- Reinforcing Your Position
- Dealing With Resistance
7 Ways to Establish Credibility

1. Use Simple Language
2. Factual Support
3. Share Source of Information
4. Establish Common Ground
5. Being Objective
6. Display Good Intention
7. Avoid “Hard Sell”
AIDA Model
Balance Logic and Emotions

**Emotions**
- Feelings
- Sympathies
- Needs

**The Message**
- Promote Action
- Understand Expectations
- Overcome Resistance
- Sell Your Point of View

**Logic**
- Analogy
- Induction
- Deduction
Examples of Faulty Logic

- Hasty Generalizations
- Circular Reasoning
- Attacking the Opponent
  - Simplifying Issues
  - Forced Cause and Effect
  - Flawed Analogies
  - Illogical Support
Reinforce Your Position

- Powerful Words
- Figures of Speech
- Audience Benefits
- Right Timing
Anticipate Objections

- Expect Resistance
- Uncover Objections
- Involve the Audience
- Promote Compromise
Checklist: Developing Persuasive Messages

A. Get your reader’s attention.
   - Open with an audience benefit, a stimulating question, a problem, or an unexpected statement.
   - Establish common ground by mentioning a point on which you and your audience agree.
   - Show that you understand the audience’s concerns.

B. Build your reader’s interest.
   - Expand and support your opening claim or promise.
   - Emphasize the relevance of your message to your audience.

C. Increase your reader’s desire.
   - Make audience members want to change by explaining how the change will benefit them.
   - Back up your claims with relevant evidence.

D. Motivate your reader to take action.
   - Suggest the action you want readers to take.
   - Stress the positive results of the action.
   - Make the desired action clear and easy.

E. Balance emotional and logical appeals.
   - Use emotional appeals to help the audience accept your message.
   - Use logical appeals when presenting facts and evidence for complex ideas or recommendations.
   - Avoid faulty logic.

F. Reinforce your position.
   - Provide additional evidence of the benefits of your proposal and your own credibility in offering it.
   - Use abstractions, metaphors, and other figures of speech to bring facts and figures to life.

G. Anticipate objections.
   - Anticipate and answer potential objections.
   - Present the pros and cons of all options if you anticipate a hostile reaction.
Examples of Persuasive Messages

- Requests for Action
- Presentation of Ideas
- Claims and Adjustments
Requests for Action

- Written Request
- Gain Attention
- Use Facts, Figures and Benefits
- Make a Specific Request
- Action
Presentation of Ideas

Message Focus

- Support Decisions
- Expedite Actions
- Encourage New Attitudes
- Reexamine Opinions
Claims and Adjustments

Written Request

State the Problem
Review the Facts
Motivate the Reader
Make Your Request
Claim or Adjustment
## Marketing and Sales Messages

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<tr>
<th>The Audience</th>
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- **Marketing and Sales Messages**

- **The Audience**

- **The Competition**

- **Selling Points and Benefits**
## Anticipating Objections

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<th>Objection</th>
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<tbody>
<tr>
<td>High Price</td>
</tr>
<tr>
<td>Inferior Quality</td>
</tr>
<tr>
<td>Compatibility</td>
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<tr>
<td>Perceived Risk</td>
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## Applying the AIDA Model

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<tr>
<td>✅ Building Interest</td>
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<tr>
<td>✅ Increasing Desire</td>
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<tr>
<td>✅ Motivating Action</td>
</tr>
<tr>
<td>News Items</td>
</tr>
<tr>
<td>--------------------------------</td>
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<tr>
<td>Personal Appeals</td>
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<td>Promise of Savings</td>
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**Getting Attention**
Building Interest

Support Promises

Highlight Key Points

Emphasize Benefits
Increasing Desire

- Audience Focus
- Dynamic Language
- Support for Claims
Motivating Action

The Next Step

A Sense of Urgency

Professionalism

A Good Impression
Messages for Social Media

1. Facilitate Community Building
2. Conversation within Community
3. Identify and Support your Champions
4. Distribute your Message
5. Use AIDA Model
Maintain High Standards

- Avoid Manipulation
- Use “You” Attitude
- Obey the Law
- Privacy and Security