

# Writing Persuasive Messages

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## The Three-Step Process

Planning	Writing	Completing
Analyze Situation	Adapt to the Audience	Revise
Gather Information		Produce
Select Medium	Compose the Message	Proofread
Get Organized		Distribute

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## Planning the Message

Analyze the Situation	Gather the Information
Select the Medium	Group the Information

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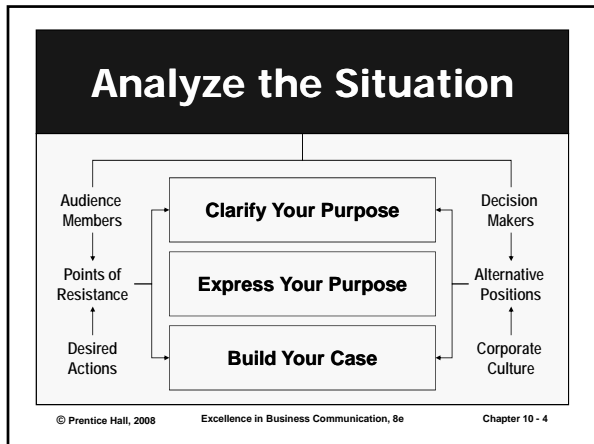
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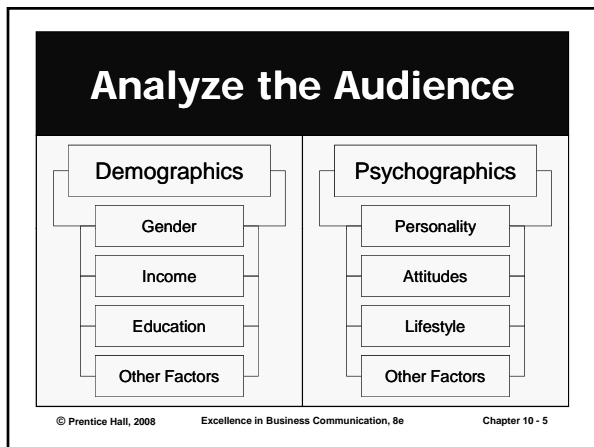
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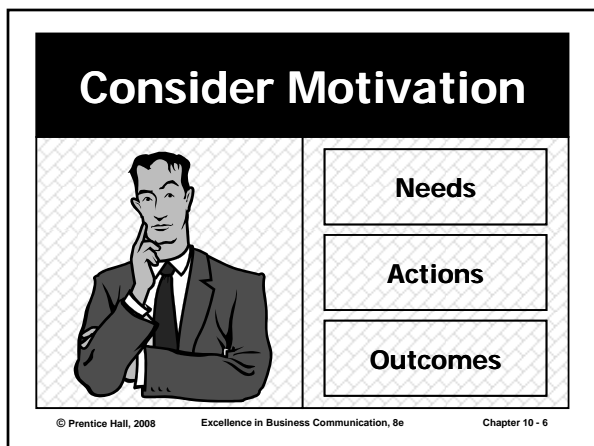
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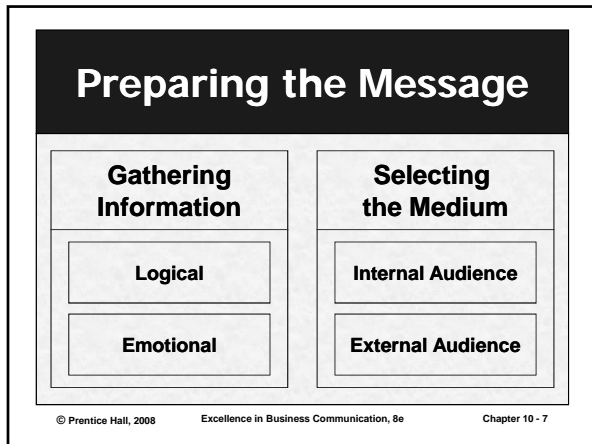
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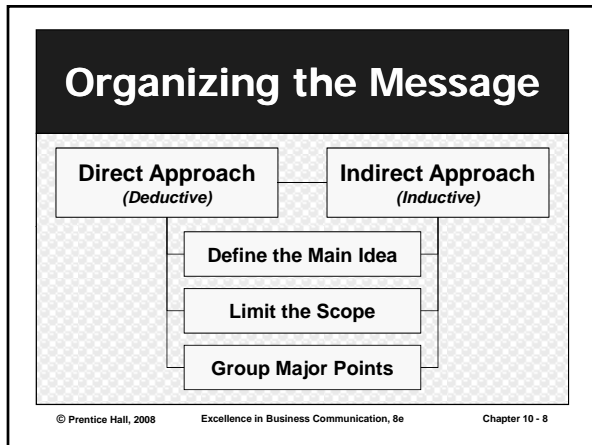
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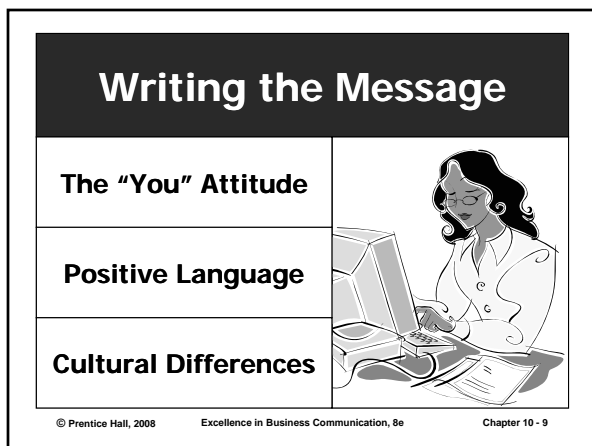
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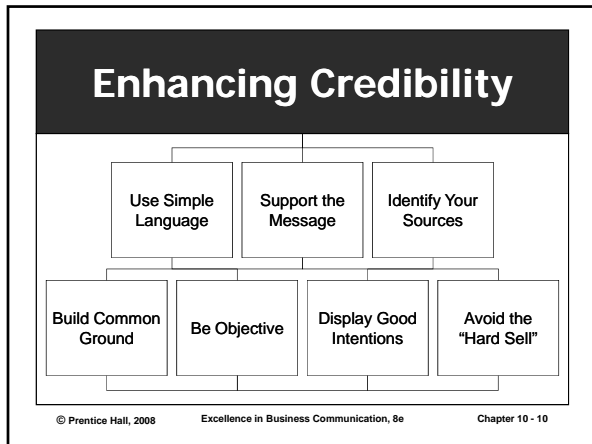
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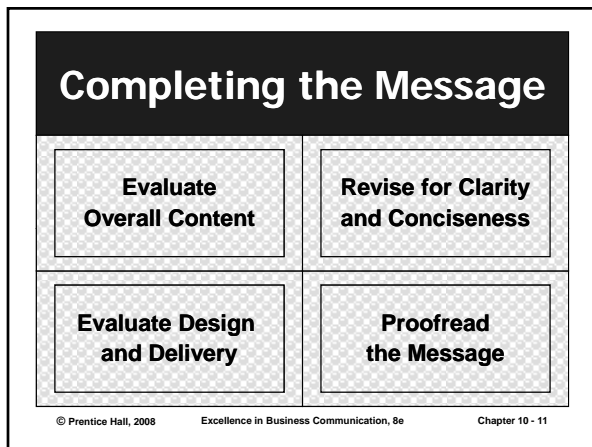
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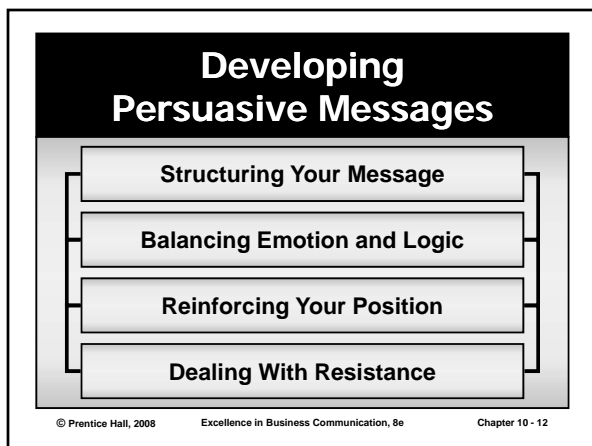
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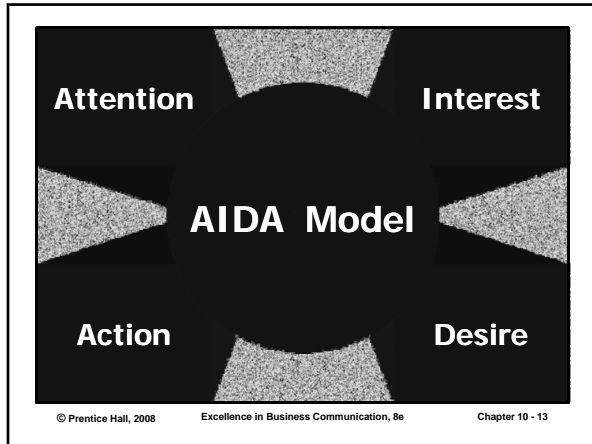
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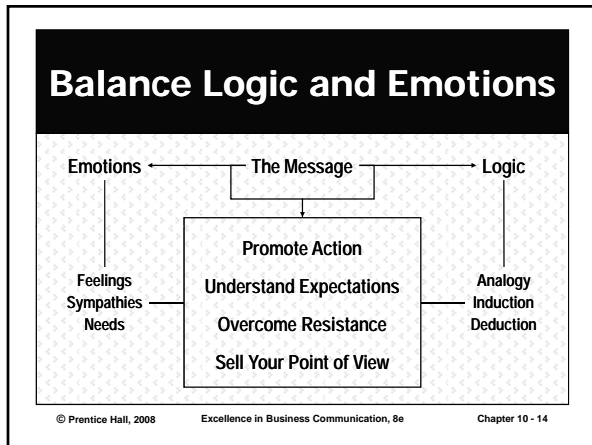
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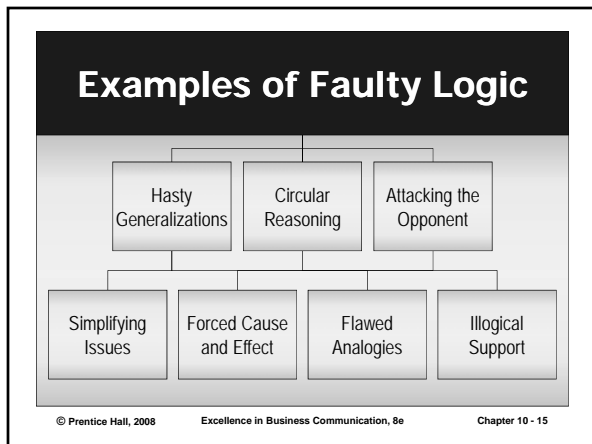
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## Reinforce Your Position

Powerful Words	
Figures of Speech	
Audience Benefits	
Right Timing	

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## Anticipate Objections

Expect Resistance	
Uncover Objections	
Involve the Audience	
Promote Compromise	

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## Persuasive Messages

	Requests for Action
	Presentation of Ideas
	Claims and Adjustments

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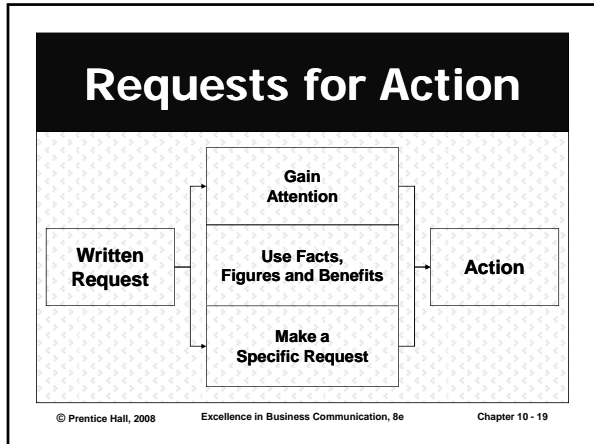
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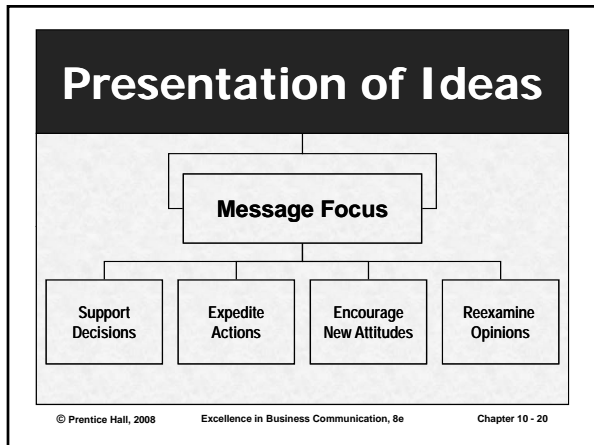
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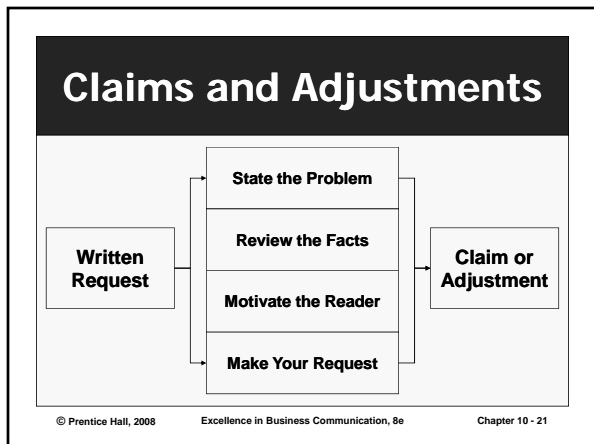
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## Marketing and Sales Messages

	<b>The Audience</b>
	<b>The Competition</b>
	<b>Selling Points</b>
	<b>Benefits</b>

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## Anticipating Objections

	High Price
	Inferior Quality
	Compatibility
	Perceived Risk

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## Applying the AIDA Model

	✓ Getting Attention
	✓ Building Interest
	✓ Increasing Desire
	✓ Motivating Action

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		<h2>Getting Attention</h2>
News Items	Common Ground	Product Benefits
Personal Appeals	Product Samples	Inside Information
Promise of Savings	Problem Solutions	Evocative Images

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<h2>Building Interest</h2>	
Support Promises	
Highlight Key Points	
Emphasize Benefits	

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<h2>Increasing Desire</h2>	
	Audience Focus
	Dynamic Language
	Support for Claims

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<b>Motivating Action</b>	
	The Next Step
	A Sense of Urgency
	Professionalism
	A Good Impression
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<b>Maintain High Standards</b>	
	Avoid Manipulation
	Use "You" Attitude
	Obey the Law
	Privacy and Security
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