


CHAPTER 8

Persuasive Messages

Student Version
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Writing Plan for a Persuasive Request




Capture the reader's attention.

Describe a problem, state something unexpected, suggest reader benefits, offer praise or compliments, or ask a stimulating question.

Mary Ellen Guffey, *Essentials of Business Communication*, 8e Chapter 8, Slide 2


Writing Plan for a Persuasive Request



<p>Build interest.</p> <ul style="list-style-type: none"> ▪ Explain logically and concisely the purpose of the request. ▪ Prove its merit. ▪ Use facts, statistics, and expert opinion. 	<p>Reduce resistance.</p> <ul style="list-style-type: none"> ▪ Anticipate objections. ▪ Offer counterarguments. ▪ Establish credibility. ▪ Demonstrate competence. ▪ Show the value of your proposal.
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Mary Ellen Guffey, *Essentials of Business Communication*, 8e Chapter 8, Slide 3

Writing Plan for a Persuasive Request



Motivate action.

- Ask for a particular action.
- Make it easy to respond.
- Show courtesy, respect, and gratitude.

Mary Ellen Guffey, *Essentials of Business Communication*, 8e Chapter 8, Slide 4

Requesting Favors and Actions

When is persuasion necessary?

Requests for time, money, information, special privileges, and cooperation require persuasion.

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Mary Ellen Guffey, *Essentials of Business Communication*, 8e Chapter 8, Slide 5

Requesting Favors and Actions

Why are requests granted?

- Requests may be granted because the receivers
 - are genuinely interested in your project.
 - see benefits for others.
 - expect goodwill potential for themselves.
 - feel obligated as professionals to contribute their time or expertise to "pay their dues."

Mary Ellen Guffey, *Essentials of Business Communication*, 8e Chapter 8, Slide 6

Persuading Within Organizations

Persuading subordinates

- Instructions or directives moving downward usually require little persuasion. However, persuasion may be necessary to
 - generate “buy-in”
 - ask workers to perform outside their work roles
 - accept changes not in their best interests.

Persuading Within Organizations

Persuading the boss

- In requests moving upward
 - provide evidence.
 - don't ask for too much.
 - use words such as “suggest” and “recommend.”
- Sentences should sound nonthreatening, for example, “It might be a good idea if....”

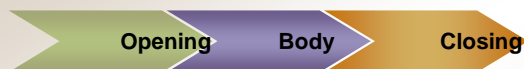
Making Claims and Requesting Adjustments (Complaint Letters)

- Avoid sounding angry, emotional, or irrational.
- Begin with a compliment, point of agreement, statement of the problem, or a brief review of action you have taken to resolve the problem.
- Provide identifying data.
- Explain why the receiver is responsible.

Making Claims and Requesting Adjustments (Complaint Letters)

- Enclose document copies supporting your claim.
- Appeal to the receiver's fairness, ethical and legal responsibilities, and desire for customer satisfaction.
- Describe your feelings and your disappointment.
- Close by telling exactly what you want done.

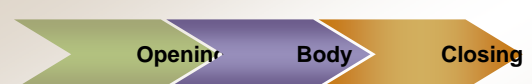
AIDA Writing Plan for a Sales Letter



Capture the **ATTENTION** of the reader.

Offer something valuable, promise a benefit, ask a question, provide a quotation, and so forth.

AIDA Writing Plan for a Sales Letter



Build **INTEREST**.

Emphasize a central selling point.
Make rational and emotional appeals.



AIDA Writing Plan for a Sales Letter



Elicit **DESIRE**.

To reduce resistance, use testimonials, money-back guarantees, free samples, performance tests, or other techniques.

AIDA Writing Plan for a Sales Letter



Motivate **ACTION**.

Offer a gift, promise an incentive, limit the offer, set a deadline, or guarantee satisfaction. Include a P.S. with a special inducement.

Writing Successful Online Sales Messages

- Communicate only with those who have given permission!
- Craft a catchy subject line.
- Keep the main information "above the fold."
- Make the message short, conversational, and focused.
- Convey urgency.
- Sprinkle testimonials throughout the copy.
- Provide a means for opting out.

