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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How to Write Persuasively

By Jennifer Stewart

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When writing an advertisement, your aim is to persuade your readers to follow a particular course of action – willingly.

There are three elements in this process:

1. you must win the trust of your audience
2. you must appeal to their emotions
3. you must rationalise their decision for them, so that they feel comfortable in making it

If you succeed in all three areas, you will have engineered their consent to buy your product or service.

Here are some tips to help you to achieve this desirable state of affairs:

1. Win the Trust of Your Audience

The first step is to show that you are a person who can be trusted – so try to give your audience something of value – advice, interesting "inside" information or helpful tips. Indicate why your opinion here should be valued – give a little detail about your background and your credentials.

To win their trust, you must know something about your audience:

What sort of people are they?

How old are they?

What are their special interests?

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You must also try to find some common ground with your audience:

Begin with a point of common interest e.g. "I'm sure we all want to give our kids the best start possible..."

Anticipate their responses by using rhetorical questions e.g. "You're probably wondering where you'll find the time to ..."

Use generalisations to persuade your audience to agree with you – people feel more comfortable when they know that, "80% of families use ..." or that "8 out of 10 teachers state that parental interest improves student grades ..."

2. Appeal to the Emotions

We all know that people respond to emotional appeals more readily than to intellectual appeals, so utilise this in your advertising. There are three steps to follow:

First, arouse an emotion – anger, fear, resentment, envy, greed, sympathy.

Second, give a reason for the emotion – "your children are precious to you, don't risk their future by ..."

Third, give your audience an appropriate course of action to follow – "Call now to ensure your place in this new ..."

When appealing to the emotions, your most powerful tools are words – learn to use them to create the desired effect on your readers.

Words can have literal meanings (denotation) and emotional meanings (connotation) e.g. a 'house' is a building where people live, but a 'home' is much more

Some words have strong emotive appeals 'built-in' e.g. 'chaos' implies something much stronger than 'disruption'

Select your facts carefully – choose those that support your point of view

3. Rationalise

This is giving people good reasons to believe what you're telling them. We all do this to ourselves everyday. How many times have you said something like this to yourself, "My old car is going to start costing me money soon; I'd be better off buying a new one now"?

Tell your would-be customers that they'll save money in the long run by spending it now and you've given them a reason to act immediately.

Summary

Emphasise and repeat your key points
Be convincing in your presentation
Use plenty of emotional words and focus on the audience

Consider how you can use these persuasive techniques to sell your products or services.

N.B. If the spelling of words like "utilise" in this article worried you, please read this: <http://www.write101.com/aus.htm>

Jennifer Stewart offers professional writing services for web pages, pressreleases, advertising material, business reports, content for autoresponders, technical booklets and articles for newsletters.

For those who want their ownwriting double-checked for accuracy, Jennifer offers proof reading or full editing. Click now for her Fee Schedule: <mailto:wfees@SmartBotPRO.net?subject=Feesus>
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THE UGLY TRUTH: About your Job – Career – Future

By Oscar Bruce

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If you work for yourself: the odds you will still be in business in the year 2005 are only 1 in 5. In today's workplace swirling with change, one million people will start a new business this year. The UGLY truth is, 800,000 will be "out of business" in the year 2005.

If you work for someone else: It is likely you won't be with them in five years. Even major corporations lack staying power in today's international economy. The average job cycle is down to 3 to 5 years but in recent months has been cut much shorter. Even our years of experience become obsolete over-night. In fact most will change careers (not jobs) five to seven times over the next 40 years.

Security is no longer in the job: the company, the industry or any other outside force. Our intrinsic worth is measured by what we can contribute to any organization today and tomorrow.

What can I do, you ask: to provide security no matter where I go or what I aspire. The only transferable skill that can be applied to any opportunity is your ability to (1) Make your point. (2) Sell your ideas. (3) Express yourself persuasively and convincingly. These skills never become obsolete.

Research studies prove: that a strong command of the English Language is directly linked to your career advancement, to the money you make, and to your social success. The Johnson O'Connor Research Foundation studies human aptitudes and their link to success. They report – "An extensive range of verbal skills accompanies outstanding success more than any other single characteristic." – In hard times the same studies show that those laid off first tend to be low communications skills people.

Michael Leaven said: In his book, *Guerrilla P.R.*, "ability to use language persuasively, is arguably the most important attribute. Verbal communications is the #1 key to personal and business success."

FUTURIST, Rolf Jensen: director of the Copenhagen Institute for Future Studies. "We are in the twilight of a society based on personal communication skills." Society will place new value on the language of persuasion. Specialists in the art of inspiring human emotions will be in demand. Companies will recruit people based on how they express their ideas.

Advanced Conversation Skills Coach: Oscar Bruce in his book *WINNING WORDS WINNING WAYS* asserts that "With a strong command of language you will go farther and get ahead faster."

Give Yourself The Edge:

At a time when people are being laid off at an expected rate, give yourself the edge when it comes to keeping your current job or being first to get a new job.

Oscar Bruce helps people upgrade their conversation skills. His books are considered the field-manuals for getting through life unscathed & undefeated. He free shares many useful techniques at <http://www.oscarbruce.com> You can also write to _ High Profile PO Box 725, Burnet TX 78611 Phone 512-715-0157



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