

## **How to Write and Speak Persuasively**

Write Persuasively! Gain tips for writing ads, flyers, letters, and brochures that promote your product, service, cause, or you. Practice easy ways to write catchy headlines, convincing copy, testimonials, and offers that inspire readers to take action, plus: how to design good looking, readable pages with typefaces, pictures, graphics; speak persuasively; and discuss how to market yourself and motivate others with the spoken word: on the phone, at meetings, in public, before the media, and in job interviews. Look and sound convincing by using questions, stories, persuasive formulas, the voice and delivery techniques of broadcasters, six body language tips, and managing your speaking anxiety.

### **Who should take this course?**

Anyone who wishes to learn and experience new and proven techniques for persuading readers or listeners to try, buy, join, hire, attend, use or whatever action is sought. This is a complete course in writing, graphics, persuasive speaking (plus how to create a great elevator speech) to make people thirsty for what you offer.

### **Course Objectives**

- Define the elements of persuasion: promise, presentation, gaining attention.
- Create an advertisement for a product, service, event, activity using a three part formula.
- Develop an elevator speech and personal marketing statement.
- Design eye-appealing documents using type, layout, color, pictures, text.
- Choose persuasive reader-centered headlines, copy, invitations, directions.
- Apply a four step persuasive format for speaking or writing persuasively.
- Use persuasive voice, body language, and handle disagreement with composure.

### **Course Details**

- Length: 6 hours
- Classroom Type: Lecture
- Prerequisites: None

*The above prerequisites are considered to be the basic skills and knowledge needed prior to taking this class. Instructors will assume your readiness for the class materials and will NOT use class time to discuss prerequisite materials.*



## **Course Contents**

### **Define the elements of persuasion: promise, presentation, gaining attention.**

- How all advertising and persuasion is about promising someone something.
- The importance of presenting what is sweet, desirable to the one to be persuaded.
- The need to gain attention to begin the persuasive dialog.

### **Create an advertisement for a product, service, event, activity using a three part formula.**

- How to begin a marketing document by defining who you're trying to reach in terms of gender, age, occupation.
- How to describe the realities of what you are offering.
- How to reveal the benefits—intermediate and long term—of your offering.
- How to turn your ideas into a compelling headline and persuasive sequence.

### **Develop an elevator speech and personal marketing statement.**

### **Design eye-appealing documents using type, layout, color, pictures, text.**

- How to match messages to typefaces.
- How to use the “golden section” layout principle for dynamic design.
- How to use border lines to frame pages.
- How to use color, pictures, diagonal lines.

### **Choose persuasive reader-centered headlines, copy, invitations, directions.**

- How to write directly to one reader, never groups.
- How to apply 10 tips that make your writing persuasive, not ordinary.
- How to select words with the most persuasive power.
- How to use storytelling to tell success stories that persuade.



### **Course Contents, continued**

**Apply a four step persuasive format for speaking or writing persuasively.**

**Use persuasive voice, body language, and handle disagreement with composure.**

- How to use your voice to sound honest and convincing.
- How to present yourself confidently in person and on the phone.
- How to sell yourself in job interviews and media interviews.