

- 1) Definition “to persuade”
 - a) To convince
 - b) To win over
- 2) Where is this important to most people?
 - a) In selling and buying
 - b) At work, at play
 - c) Among family and friends
 - d) In religion, politics, and social encounters
 - e) In speaking, writing, and social media
- 3) To win over
 - a) You cannot persuade a person of anything unless they like you
 - i) The need for the truth vs. the need to belong
- 4) How to make yourself more “winning”
 - a) Smile
 - b) Speak humbly
 - i) “I think”
 - ii) “... from what I have read ...”
 - iii) “Could it be ...”
 - iv) “What if ...”
 - c) Leave room for people to disagree with you
 - d) Use humor
 - e) Make fun of yourself
 - f) Establish common ground
 - g) Don’t make persuasion your obvious goal
 - h) Actually care for what is best for the other person
 - i) Give the other person time and space to be persuaded
- 5) Figure out your motivation
 - a) Why do you want to persuade someone of something (negative)?
 - i) Pride?
 - ii) Put down?
 - iii) Self gain?
 - iv) To overcome your own self-doubt?
 - v) To take advantage of someone for your own gain
 - b) Why do you want to persuade someone of something (positive)?
 - i) Genuine care and concern for the other person
 - ii) To help improve the life of the other person
 - iii) To give them the same knowledge and tools that have helped you succeed in life
- 6) To what end are we trying to persuade someone?
 - a) My solution to a problem that we or they or the both of us have
 - b) But before my audience is open to my solution, they must first believe that I understand the problem.
 - i) Before they are interested in the problem, they have to be aware of some need or desire that is unfulfilled thus causing the problem.
- 7) Find a common desire or dream not fulfilled

- a) Job
 - b) Spouse
 - c) Health
 - d) God
 - e) Happiness
 - f) Friends
 - g) Freedom
 - h) Care
 - i) House
 - j) Education
- 8) Explore obstacles to the desire (problems)
 - a) Common obstacles
 - b) Share your own struggle with this problem
 - 9) Explore typical solutions
 - a) Common solutions
 - b) Solutions you, and more importantly they, have tried
 - c) Share the common frustrations
 - i) Emotion
 - 10) Offer, as a consideration, your solution
 - a) Humbly present your solution
 - b) Give grounds
 - i) Logic
 - c) Provide stories
 - i) Emotion
 - 11) Explain possible negative consequences if your solution is rejected
 - a) Logical, natural consequences only
 - 12) Provide a way for them to accept or reject your solution
 - a) Close the deal if possible
 - b) Let people try out the deal if possible
 - c) Delay if closing is not possible
 - d) Allow people to experience the consequences of their own choices without judgement or vindictiveness
 - 13) The twin towers of persuasion
 - a) Logic, facts, and research
 - b) Emotion, metaphors, and antidotes
 - 14) Subtle persuasive elements
 - a) Mirroring
 - b) Social pressure
 - c) Authority pressure
 - d) Pre-persuasion
 - e) The person's name
 - f) The fear of missing out
 - g) Repetition
 - i) Naming an infant

- 15) Why most people are not good at giving a persuasive speech
- a) They have not built their speech around the frustrating unfulfilled desires of their audience
 - b) They do not take time to sympathize with over these frustrating unfulfilled desires
 - c) They do not take their audience on a journey to find an answer to these frustrating unfulfilled desires
 - d) They often share the solution with condescension and/or judgement
 - e) They fail to provide logical grounds for their solution
 - f) They often use emotion as a manipulation not a support mechanism