

The art of persuasion – Communicate and influence

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What is persuasion?

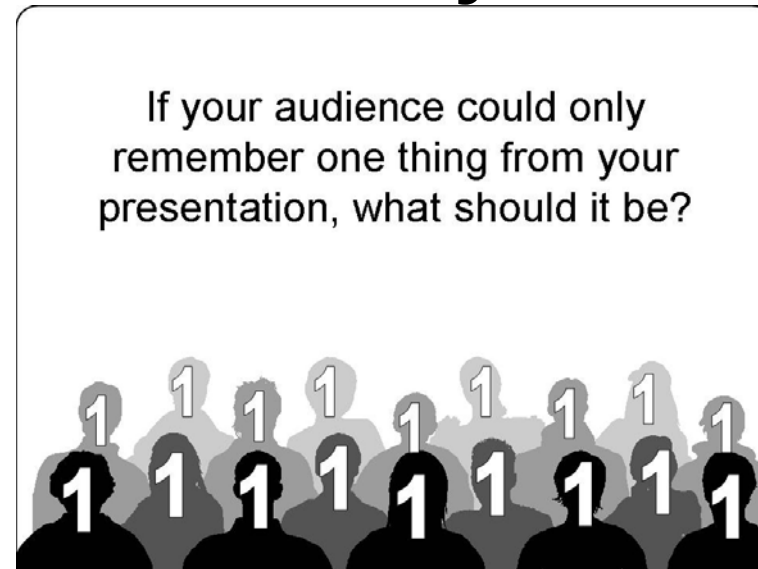
“To prevail on (a person etc) by reasons, inducements etc to do or believe something.”

– (Macquarie dictionary)

It's about changing behaviour, it's about getting people to say 'yes'.



Persuasive key messages

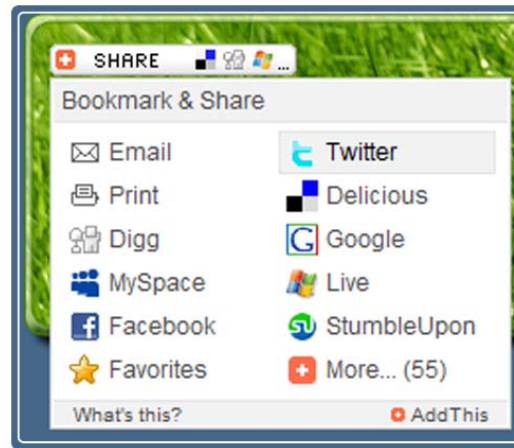


Compelling, clear, concise, consistent and credible

- The basic ideas you want your audience to remember as a result of your communication
- The power of three – don't over do it
- Words and phrases tied to the overall business strategy
- Everyone in your organisation should know them

Persuasive web content

Make it easy to share



Build your testimonials

**Kylie Minogue's seal of approval
sends sales of age-old skin
lotion rocketing**



Persuasive media releases

Ask “Who cares?”

Cut to the chase – get to the news within the first three paragraphs

Tell a story

Reiterate your key messages

Research your audience – the journalist and their readers



Persuasive newsletters

Form a relationship based on reciprocation and consistency



Persuasive pitching

7 percent what you say + 93 percent how you say it

Confidence: know what you know, and know what you don't know

Build a case: emotional *and* factual

Can you fake it?

Persuasive selling

Use the contrast principle to drive your sales, give your offer a time limit, and have a simple refund policy



In summary

Persuasion isn't about trickery.

Use decision making and buying behaviour to help people say 'yes' to your offer.

Take the time to build up relevant and useful testimonials for your business.

Be consistent in your approach.

Know your brand and your message.

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