



# The Speech Clinic®



## ***Speaking Tips No 7*** 050307

### **Three simple methods to persuade**

Most presentations include all the three ways to persuade. The style and analysis of the audience by the speaker helps her/him decide how much of each method is appropriate to use.

#### **1. Create credibility**

This is the first method to persuade. How does the audience perceive you? Which are your references and are you a credible speaker about the topic? There is always a reason for being asked to give a speech. It is presumed that you either have something new to communicate or that you give something known a new angle. It then is important that you are not too humble and timid about your merits. See to it that the listeners are informed about them one way or the other. For example this can be announced by the person who introduces you or, if you do that yourself, then start with an ego presentation. Do it without boosting but do it enthusiastically with facts about your qualifications to speak on the subject.

#### **2. Present facts and statistics**

Facts and statistical information are persuasive provided that they are used moderately. Too much of this will make the listeners lose focus. You use facts and statistics to support your own arguments. If you are smart, you forestall possible counter arguments from the audience by raising them yourself, then again emphasizing your own arguments. In this way you make possible counter arguments pointless. Ex. "now you will probably argue that .... but my figures show that ....".

#### **3. Appeal to feelings**

When you appeal to the feelings of the listeners you appeal to their needs, their desire and their longing. Most decisions are made based on a combination of facts and feelings. When you understand the needs of the listeners, you can persuade them. You want them to feel content with their decisions and you therefore use a combination of facts and listeners' feelings to satisfy that need, thereby triggering a required decision or action.

**You are welcome to tell colleagues and friends to register for Speaking Tips!**

If you do not want to stay on my distribution list, simply state this in an e-mail to [info@speechtracker.net](mailto:info@speechtracker.net)

**Copyright** The contents of this Newsletter may be copied and distributed only for non-commercial purposes and as long as the name and contact information of the author is clearly stated. Ex. "Copied and distributed with the permission of Paul van der Vliet, Speech Tracker AB, [www.speechtracker.net](http://www.speechtracker.net) "