

PERSUADE & INFLUENCE



HEART

Pathos

BE EMPATHIC

Connect

- Start with heart
- Be warm, friendly
- Get in sync with how they think
- Be sold yourself



HEAD

Logos

BE ASSERTIVE

Convince

- Informing? Big news first
- Persuading? C.E.A.D.
- Specifics sell
- Make them feel heard



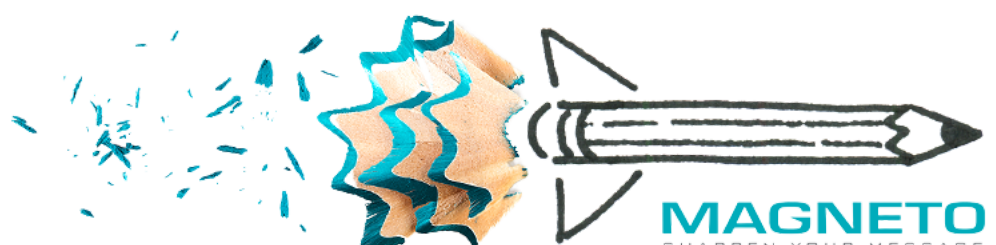
CRED

Ethos

BE CLEAR

Convert

- Be confident
- Keep it simple
- Shorter words & sentences
- Small chunks



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