



## The 5 Attributes of Persuasion to Instantly Boost Your Business Value

**Character** - Building CREDIBILITY establishes trust. Humans are hardwired to search for reasons to TRUST. If you are committed to the welfare of others, this builds credibility, then you can lay out your position.

**Reason** - Why should the audience CARE about your idea? If it has VALUE, then they want to know how to get it. What steps do they have to take? Create logical appeals to gain support. DATA, evidence, and facts form a RATIONAL argument.

**Emotion** - Persuasion cannot occur without emotion. People are moved to action by how they. AUTHENTIC story telling about YOURSELF or about people close to you, in failure, awkwardness, misfortune, ACCELERATE deep engagement.

**Metaphor** - When you use a metaphor to compare a new idea to something that is FAMILIAR to your audience, it clarifies by turning the abstract into an IMAGE that is remembered and shared.

**Brevity** - To persuade, LESS is always MORE. The opening of a speech is the most important. Start with the strongest point.

