

Business Communication Today

Fourteenth Edition



Chapter 12

Writing Persuasive Messages

Learning Objectives

- 12.1** Apply the three-step writing process to persuasive messages.
- 12.2** Describe an effective strategy for developing persuasive business messages, and identify the three most common categories of persuasive business messages.
- 12.3** Describe an effective strategy for developing marketing and sales messages, and explain how to modify your approach when writing promotional messages for social media.
- 12.4** Identify steps you can take to avoid ethical lapses in marketing and sales messages.

Using the Three-Step Writing Process for Persuasive Messages

- **LO 12.1** Apply the three-step writing process to persuasive messages.

Step 1: Planning Persuasive Messages

- Analyze the Situation
- Gather the Information
- Select the Right Media and Channels
- Organize the Information

Analyzing the Situation

- What Are the Audience's Desires, Needs, and Culture?
- Refer to
 - Demographics
 - Psychographics
 - Motivation

Gathering Information

- Persuasive Business Messages
- Marketing Messages
- Sales Messages

Selecting the Right Media and Channels

- Analyze Options
- Select Cost-Effective Combination
- Employ Multiple Media and Channels

Organizing Your Information

- Audience-Centered “You” Attitude
- Limited Scope
- Explain reason
- Build Interest
- Ask for a Decision or Action
- Choose Approach

Step 2: Writing Persuasive Messages

- **Encourage a Positive Response By:**
 - Using Positive and Polite Language
 - Respecting Cultural Differences
 - Being Sensitive to Organizational Cultures
 - Establishing Your Credibility

Building Your Credibility (1 of 2)

- Use Simple Language
- Provide Objective Evidence
- Identify Information Sources
- Establish Common Ground
- Emphasize Common Beliefs, Attitudes, and Experiences

Building Your Credibility (2 of 2)

- Be Objective
- Present Fair and Logical Arguments
- Focus on Audience's Best Interests
- Persuade with Logic
- Build Credibility Before Presenting Proposal

Developing Persuasive Business

Messages (1 of 2)

- **LO 12.2** Describe an effective strategy for developing persuasive business messages, and identify the three most common categories of persuasive business messages.

Strategies for Persuasive Business Messages

- **Four Essential Strategies:**
 - Framing Your Arguments
 - Balancing Emotional and Logical Appeals
 - Reinforcing Your Position
 - Anticipating Objections

Framing Your Arguments

- **AIDA Model**
 - **A**ttention
 - **I**nterest
 - **D**esire
 - **A**ction

Balancing Emotional and Logical Appeals

- Consider Four Factors:
 - Actions you hope to motivate
 - Readers' expectations
 - Degree of resistance
 - Position in the power structure of the organization

Selecting Emotional or Logical Appeals

Emotional	Logical
Feelings	Analogy
Emotions	Induction
Sympathies	Deductive

Avoiding Faulty Logic

- Avoid These Mistakes:
 - Hasty Generalizations
 - Circular Reasoning
 - Attacking an Opponent
 - Oversimplifying a Complex Issue
 - Mistaken Assumptions of Cause and Effect
 - Faulty Analogies
 - Illogical Support

Reinforcing Your Position

- Believable Evidence
- Examine Your Language
- Use Metaphors and Analogies
- Audience Benefits

Anticipating Objections

- Identify Areas of Potential Resistance
- Find Solutions to Potential Objections
- Present All Sides of the Story
- Explain the Pros and Cons

Avoiding Common Mistakes in Persuasive Communication

- Avoid Using a Hard Sell
- Don't Resist Compromise
- Avoid Relying Solely on Great Arguments
- Don't Use a "One-Shot" Approach

Common Examples of Persuasive Business Messages

- Requests for Action
- Presentations of Ideas
- Claims and Requests for Adjustment

Persuasive Requests for Action

- Use the Direct Approach for Anticipated Requests
- Use the Indirect Approach or AIDA for Unanticipated Requests
- Open with an Attention-Getting Device
- Goals:
 - Gain Credibility
 - Convince Your Readers You Will Help Solve a Problem

Persuasive Presentations of Ideas

- **Change Attitudes or Beliefs About a Topic**
 - Consider a New Idea
 - Reexamine Options
 - Reconsider Ways of Thinking

Persuasive Claims and Requests for Adjustment

- **Review the Facts in a Positive Tone**
 - Outline the Problem and Status
 - Be Specific About the Resolution Sought
 - Provide a Good Reason for Granting the Claim
 - Close on a Respectful Note

Developing Persuasive Business Messages (2 of 2)

- **LO 12.3** Describe an effective strategy for developing marketing and sales messages, and explain how to modify your approach when writing promotional messages for social media.

Contrasting Marketing and Sales Messages

Marketing	Sales
Don't Ask for an Immediate Decision	Ask Prospect to Make Immediate Decision
Introduce New Products	Request to Buy Specific Product or Service

Planning Marketing and Sales Messages

- Assessing Audience Needs
- Analyzing Your Competition
- Determining Key Selling Points and Benefits
- Anticipating Purchase Options

Writing Conventional Sales and Marketing Messages

- **Using the AIDA Model**
 - Getting the Reader's **A**ttention
 - Building **I**nterest
 - Increasing **D**esire
 - Motivating **A**ction

Writing Promotional Messages for Social Media

- Facilitate Community Building
- Listen at Least as Much as You Talk
- Initiate and Respond to Community Conversations
- Provide Information that People Want
- Identify and Support Your Champions
- Be Real
- Integrate Conventional Marketing and Sales Strategies

Creating Promotional Messages for Mobile Devices

Mobile Advertising	Mobile Commerce
Short, Simple Text Ads	Searching for Product Reviews and Stores
Mobile-Optimized Video	Finding Coupons and Other Promotions
Fast and Straightforward	Making Purchases

Maintaining High Standards of Ethics, Legal Compliance, and Etiquette

- **LO 12.4** Identify steps you can take to avoid ethical lapses in marketing and sales messages.

Promotional Messages

- Federal Laws and Regulations
- State Laws and Regulations
- International Laws and Regulations

Legal Ramifications of Marketing and Sales Efforts

- Messages Must Be Truthful and Non-Deceptive
- Claims Must Be Backed By Evidence
- “Bait-and-Switch” Advertising is Illegal
- Children’s Messages Subject to Special Rules
- Can Be Binding Contracts in Many States
- Must Have Permission to Use Person’s Identity

Maintaining Etiquette

- Audience-Centered Approach
- Use Technology to Demonstrate
- Sensitivity to User Needs
- **Opt-In** Email Newsletters

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