

STRATEGIES HOW TO PERSUADE



Have a powerful introduction to establish rapport with audience
Appeal to reason, feeling, memory, imagination
Push into action
Speak slowly with expressive intonation and insistence
Use body language and facial expression



EXPRESSIONS

<i>Establish contact</i>	You will agree with me that....
<i>Dramatiser</i>	This is a major problem nowadays. When....` we are often faced with the problem of.... I have got a solution to this problem : why not do this....?
<i>Questions rhétoriques</i>	Can you imagine what....? Do you know that....?
<i>Donner un exemple</i>	Just look at the situation in the labs! Just take the example of....! I am sure you have seen pictures on TV of....
<i>Leitmotif et répétition</i>	Just imagine..... Just imagine..... Just imagine..... Awful isn't it?
<i>Appel à la raison</i>	You must admit that....It is clear that....
<i>Expliquer concrètement</i>	Let me explain ! What I mean is... Let me give you an example....
<i>Appel à imagination</i>	Can you imagine what would happen if... Just picture in your mind the situation!
<i>Appel à mémoire</i>	I'd like to remind you of.... Do you remember the day when....?
<i>Appel à sentiment</i>	I'm sure you are shocked by.... You will be surprised to hear that....
<i>Projeter votre conviction</i>	I am sure that.... I'm convinced that.... I can assure you that....
<i>Insister</i>	I'd like to point out that.... I'd like to stress the fact that....
<i>Répéter</i>	As I said before,....
<i>Anticiper objection + rassurer</i>	I suppose you are going to tell me that... but let me reassure you...
<i>Conclure</i>	To conclude, I'd like to insist on the fact that....
<i>Pousser à l'action</i>	So, there's no hesitation possible:.....

♥ POWERFUL INTRODUCTION : dramatise the problem

SUPPOSE :	I suppose you have seen pictures on television of....
PROBLEM :	I'd like to tell you about a problem that concerns us all.
PRESENT SITUATION :	Just look out of the window / around you / at yourself. What do you see?
RHETORICAL QUESTION :	Did you know that? Do you know that, according to recent surveys, 60% of the population...? Sad / awful / surprising, isn't it?
EXPRESS FEELING :	I am sure you all would like to escape from / to improve this situation.
CERTAINTY :	You will be surprised to hear that....
STIMULATE SURPRISE :	So what can we do about that? Well, there is a simple solution. Why not...?
SOLUTION :	Why don't you...?. What about....?

POWERFUL INTRODUCTION : dramatise the problem

I suppose you have seen pictures of... on television.

I'd like to tell you about a problem that concerns us all.

Just look out of the window / around you / at yourself. What do you see?

Do you know that Do you know that, according to recent surveys, 60% of the population... ?

Sad / awful / surprising, isn't it?

I am sure you all would like to escape from / to improve this situation.

You will be surprised to hear that.....

So what can we do about that? Well, there is a simple solution. Why not... Why don't you.... What about... ?

OBJECTIVE STRATEGIES

COMMON SENSE

It is clear/obvious that... Needless to say that...

As you all know....You must admit that...

You will all agree that... As the proverb says, ...

Did you know that.....?

EXPLAIN

I'll just take one example..... Let me explain...

What I mean is that... What I'm suggesting is that...

APPEARANCE AND REALITY

At first sight it seems that.... but if we take a closer look it turns out that...

In fact... Actually... As a matter of fact,...

STRESS FACTS

I must stress / underline / point out that...

I'd like to focus on one point.

It had a great influence / impact on...

This is of the utmost importance.

One striking feature / advantage / disadvantage is that...

ANTICIPATE

OBJECTIONS

I suppose you're going to tell me that...

I can assure you that...You don't need to worry about that because we have...

SUBJECTIVE STRATEGIES

APPEAL TO IMAGINATION

Can you imagine what would happen if... ?

Just imagine... / Just picture yourself...

I guess you have all experienced / seen that...

MEMORY

I would like to remind you that..

Let's not forget that...

Just remember...

This reminds me of...

This aspect should be borne in mind.

FEELING

It will surprise you to hear that.../ You will be surprised to hear that.....

You will enjoy doing...

It is striking / painful / exciting to realise that... It's horrible, isn't it?

This arouses a feeling of disgust / pity / anger / fear / joy.

FORCE OF CONVICTION

I am convinced this is the ideal solution / you will enjoy your stay....

CONCLUSION

The only way to... is to...

Surely, the most sensible thing to do is to...

I think it would be a pity not to...

There's no hesitation possible: ACT now. Every dollar counts.

This could make the difference between life and death.

As the proverb says : « Better late than never », « When there's a will, there's a way ».

« Actions speak louder than words ». Just do it !