

# Be Persuasive in Your Writing and Communication - October Webinar Handout

## The Power of Persuasion

- Giving your audience enough information to speak to their emotional and business needs.
- It's about building connections, conveying ideas effectively, and inspiring action.

## Know Your Audience

- Who are they and what are their skill sets?
- Pay attention to your tone and delivery.
- Consider the end result – what happens next?

## Preparing Your Delivery

- Think about how your communication is going to be received at the other end.
- Assume your audience has already made their decision.
- Communicate in a clear and concise manner.

## The 5 W's and an H:

- Who
- What
- When
- Where
- Why
- How

## The C's of Writing

### 1. Clear

- Turn clear thinking into clear writing – think about the flow.
- Bullet points may be the best way to convey different concepts.

### 2. Concise

- Ask yourself: Who is the reader? How will they receive the information?
- For emails, consider adding an attachment or links for the reader to complete their own research.

### 3. Complete

- Make a checklist of all the points you want to cover.
- Empathy – appeal to the reader.

#### 4. Courteous

- You never want your audience to be angry or confused at the end.
- You want your communication to be about your audience – make it about them.

#### 5. Correct

- Proofread your document for grammatical and spelling errors.
- Errors can undermine your message – double-check your work!

#### Persuasion Tips for Email

- Use the subject line as an introduction.
- Be concise – avoid making the recipient scroll!

#### Persuasion Tips for In-Person

- Make eye contact!
- Pay attention to your tone and body language.

#### Call to Action

- In persuasive writing, clearly state what action you want your reader to take.
- In spoken communication, issue a compelling call to action to motivate your audience.

Catch the [replay here](#) or browse our [free resources](#). Ready for the next step? Register for [Writing Engaging Reports and Proposals That Win Your Audience Over](#) and [Inspire and Deliver Great Presentations](#) today!