

Power of Persuasion

Here are a few tips to help persuade others to see your point of view:

Start with an attention-getter.

Open with a powerful statement to grab the attention of your audience.

Clearly explain your point of view.

Give specific examples, if you can, to illustrate your position.

Organize your concepts logically.

Arrange your major points in order of priority.

Be concise.

Keep it short and simple! A short speech or text is usually more powerful and memorable than longer ones.

Use visuals.

Highlight major points with illustrations, photos, or graphs to help people visualize and remember.

If speaking, make eye contact and speak slowly.

Eye contact shows that you are sincere about your topic and that you acknowledge your audience. Speak slowly and loudly enough so everyone can easily hear you.

Reinforce your position and your argument.

After you introduce your position and your argument, you should articulate your position, then conclude by reiterating the major points of your argument.