

**Identify the 5 Elements of Persuasive Writing and
Improve Your Persuasion Abilities -
Get to YES and
Own Your Authentic Voice.**

by Dori Etter

Welcome!

Congratulations on taking a wonderful step toward improving your Persuasion abilities. Perhaps we don't think about this too often, but we are confronted with dozens of opportunities to persuade, and 100's of persuasive messages daily.

Your opportunities to persuade are often the times when you get to make the biggest impact on your life and your future - asking your boss for a raise, or asking the client for the job. And it's also the little moments that can make our life more enjoyable - like persuading the babysitter to stay an extra hour, or your partner to select the movie you really want to see.

It is my intention that with this simple guide, you'll improve your ability to get what you want in life - that you'll experience getting more YESes. But there is another perspective to bring as you read this guide as well - your perspective as the person being persuaded!

By bringing that perspective to your reading, you'll also be empowered to experience persuasion differently - to recognize why you are sometimes inspired, and sometimes not, by a request. And to get to the underlying message that's inherent in all persuasive writing.



Enjoy!

Dori Etter

Creator of Inspired Income

5 Elements of Persuasive Writing

Persuasive writing - what exactly does that mean? Perhaps you learned about persuasive writing in school - in debate class - and it was all about defending your perspective, using facts and logic to convince your reader of your point of view. It included lots of "proof" in the form of citations and its focus was linear logic.

While the Persuasive Writing I'm talking about here has some similarities to that "debate class" writing style, it has a slightly different focus. Rather than focusing on linear logic, you'll see that the 5 Elements of Persuasive Writing used most often in business (and everyday interactions) focus on *emotion*. I'll show you why as we dive into each element, and I believe you'll experience for yourself the power of this kind of Persuasive Writing.

This guide is geared toward those whose livelihood and success are dependent upon their ability to persuade (even though everyone can use this information!). I'll be going through the 5 elements with particular attention on how this element empowers you to persuade buyers, clients, and decision makers of all kinds with WORDS, both written and spoken.

So let's begin! The 5 Elements are:

1. A Point of View
2. Emotional Connection
3. Story
4. Reader Focus
5. Authenticity

Element 1: A Point of View

At its core, persuasive writing is about you the writer taking a particular Point of View. You take the Point of View that you want to persuade your audience to take - you want them to think like you!

This sounds simple, but this element is often missing, particularly with those new to writing persuasively. New clients of mine are often afraid to take a particular point of view for fear of alienating or "scaring away" their ideal client. In fact, nothing could be farther from the truth!

When you take a powerful perspective you are actually empowering your reader to align themselves with you - or against you! - and either outcome is desirable above ambivalence. Really, you are looking for the population who will be your Raving Fans - your best customers - your Champions, and actually *repelling* those who are NOT them works in your favor.

You will attract those who agree with your point of view - and those who can see your point of view as valid, or possible, or something they can understand. All of these people will be with you - and they'll be interested in what you have to say, and sell. They want to see how you present your perspective, and allow your point of view to impact their thinking and actions.

Those for whom your point of view occurs as invalid, flawed, or somehow "wrong," will stop following you, or better yet, maybe they will write about you and your flawed opinion! This gives you lots of free publicity, further solidifies your point of view, and more often than not, sends more new fans your way.

Here's how you can apply it:

Whenever you sit down to write persuasively, start with the question - What is the point of view you are going to take in this piece of writing? This will get you started on the right track toward effective persuasion, and following through with the other 4 elements will further empower that intention!

Element 2: Emotional Connection

The second element of effective Persuasive Writing is establishing an Emotional Connection.

It is proven that buying decisions (really all decisions) are based on EMOTIONS backed up by logic. Emotions *first* - logic second!

It's tempting to go straight to logic - partly because we are generally a "thinking" society, and our head is ruled by logic. Also because that's how we've been trained - that you can trust FACTS, so that feels like a safe place to go to persuade.

Yet, the MOST EFFECTIVE persuasion comes from emotion, precisely because it *bypasses the logical mind and goes straight into our subconscious* - really without our awareness or ability to stop it.

I want to address one thing here - there are people who are extremely analytical, and will tell you vehemently that they only make their decisions based on logic. They will tell you about all the research that they have done to make a decision, and provide a logical case that you can easily follow. And, in most cases, the decision was actually made on a different level - an emotional, subconscious level - and all the research and logical analysis is done to convince the mind that the right decision has been made.

There's a lot of scientific research that has gone in to discovering how we make decisions, and with the new Brain Science work, more is being uncovered every day. For example, did you know that your favorite color is "chosen" long before you have the cognitive ability to even understand choice? New studies are showing that your "favorite color" is most likely the color that you were exposed to the most as an infant that your subconscious associates with feeling connected - so the color of the toy that your mother used to hold up and shake while she was baby talking to you may well be the cause of your favorite color!

The research is on-going so we don't know what new discoveries will be made, and we don't know all the ways we are influenced unconsciously, but it's important to remember that we are!



Here's how you can apply it:

Using emotion effectively this way requires that you know something about your audience - about how they view the world and their place in it - so that you can tap into their emotions, and thereby their subconscious mind.

Before you start writing, create a model of your reader, customer, or buyer, and use this "avatar" to focus on while writing. (I do this when I create a video, or deliver a tele-class too - I actually image my person right in the room with me, and I lead, write, and teach directly to them.) Also, always write to just one person - after all, only one person is reading your book, email, blog post, or web page on the other end. (At least I don't attend many blog reading parties, do you??)

The very best way to create this model is to actually *speak with and interact with your audience!* Hopefully, you are providing your service or product to at least some people already - create opportunities to communicate with them. Offer them a free 20 minute consultation or Q&A on your area of expertise in exchange for answering some questions for you.

Alternately, think of the customers you have enjoyed working with in the past - the customers you were able to get the most results for. What about these customers made them your ideal clients? What about them had them get great results? Use these clients to begin to create your model - but always remember to continue to more clarity over time with new, different, and more experiences.

Here's a quick tip: Your audience member is *not* you!



Probably, you have things in common with your audience, but they are not going to be *just like you* - they will most certainly not be as interested in your product or service as you are (if they were, they would be the expert, not you!). So look for where you are similar, but find the key differences too. Remember how you felt before you found your answers - before you developed your expertise, because that's more likely where your audience is today.

Element 3: Story

The next element on our list is Story - and it's a great element, because it really provides the opportunity to bring in Emotional Connection with your audience.

Think about the people you know as great storytellers. You are naturally riveted by they're writing, and you keep reading and engaging until the end. SARK is a natural story teller - and you learn through her stories - you feel the emotions as she shares about them, and you go on the ride with her. That's great storytelling!

Unfortunately, it's really common to tell "about something" than to share a story. I talk about something when I recount events as they occurred - even with emotion. I share a story when I move characters through time, space, and emotional territory.

A story doesn't have to be long to accomplish all three of these things. Here's a classic, famous example from 1926, that was a headline in a print ad:



They Laughed When I Sat Down At the Piano But When I Started to Play!—

Now, doesn't that create characters, and take you through time, space, and emotional territory?

While we may not be able to create story in quite the same succinct and focused way this headline does (which, by the way, was accompanied by a 1/2 page of text selling piano playing correspondence courses), we can remember to move characters through time, space, and emotional territory.

By the way, in persuasive writing, the main character - the Hero - is always your reader - your client or customer, whether overtly stated or implied.

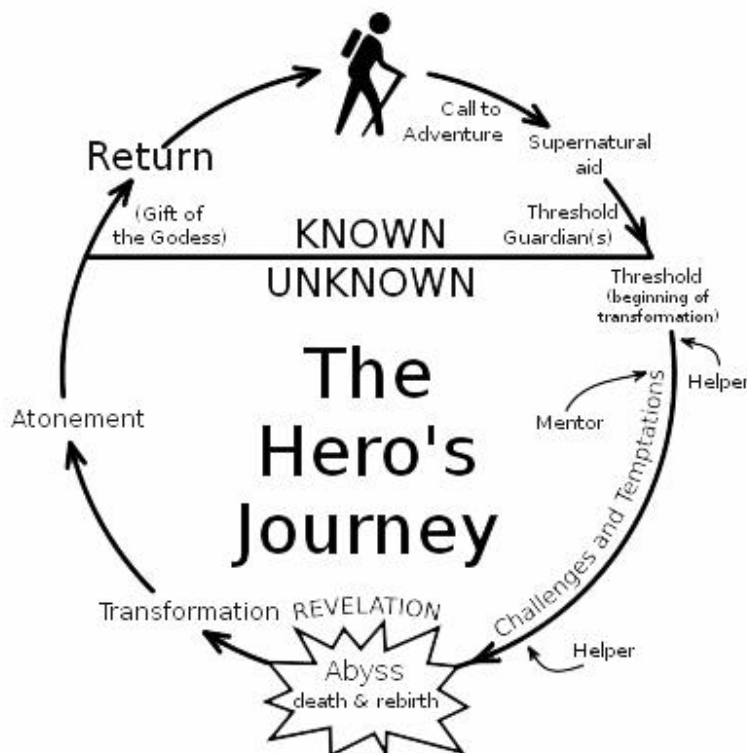
Here's how you can apply it:

A simple and easy methodology to study and test out in your own writing is Joseph Campbell's classic, *The Hero's Journey*. Countless movies - including many of the top grossing of all time - use this model effectively.

[Here's a cute under 2 minute animated video of this story structure.](#)

[Here is the very long and extensive Wikipedia article.](#)

And here's a simple image that gives you the framework of this epic storytelling framework:



If you like this model and want to explore even more, [here's a great site dedicated just for writers.](#)

Element 4: Reader Focus

Element 4 is Reader Focus - it means that your writing is not focused on YOU, the writer, but rather on YOUR READER!

This is such a classic mistake that most of us make in the beginning - we write all about how we feel:

- I'm so happy to bring you this information.
- I know you will find this valuable.
- When I tried this, it really worked.

Reader Focus is about using the word YOU *way* more than you use the word I.

- You will love the information I'm about to share.
- You will find this valuable.
- You should try this - it will work for you.

Using "you" is just one way you can tell if you truly have reader focus, but it is simple and easy to start with if you are a beginner. Another is having an avatar and ensuring that your language, images, emotions, and metaphors all match up.

If your avatar is a new mother, an analogy using the word "terror" around their weight would simply not fit - for a new mother, "terror" falls into the category that has to do with her new baby...not the size of her mid-section. Step into your audiences shoes and you'll do much more persuading.

Here's how you can apply it:

Take the "you" vs "I" test -

Using "you" is just one way you can tell if you truly have reader focus, but it is a simple one, and easy to start with if you are a beginner.

Read your last few blog posts or emails - do you have more "I" statements than "you" statements? Count the ratio and see if you can re-write the same piece - with the same intention to communicate - but create "you" sentences instead. Then read both versions and see which one you would rather receive.

Element 5: Authenticity

The final element I'm addressing here is Authenticity.

While it is certainly not present in all persuasive writing, it is the **cornerstone of any persuasive writing that you do if you want to build a lasting and sustainable business - and reputation.**



Yet, there's some disconnect around what exactly is Authenticity in persuasive writing. So often, persuasion gets confused with manipulation or coercion - so to stay as far away from those two terribly ineffective ways of selling and doing business, well-meaning writers and business owners avoid persuasion all together. And certainly, they avoid doing anything to enhance or improve their persuasive writing abilities - thinking this will somehow cause them to suddenly become inauthentic.

Nothing could be further from the truth! Learning powerful persuasive writing techniques simply gives you another writing tool - one that empowers your ability to make the difference you are here to make!

There's so much to say on this topic that I've developed an entire 6 week course devoted to [Selling Authentically using the written word](#). I truly know how to move into the realm of effective writing - without "selling out" on your values or beliefs. I've done it hundreds of times with clients and students - leaving them generating hundreds of thousands of dollars and impacting thousands of lives that they wouldn't have been able to impact without these proven techniques.

At its core, authenticity is simply owning your voice - and when you incorporate persuasion techniques into your writing tool kit, you simply begin to [Own Your Persuasive Voice](#), and with that comes true power to change your destiny and change the world around you.

There are lots of ways that we aren't authentic to ourselves and our own voices, whether writing persuasively or not. If you truly want someone to buy your product, or read your blog, or attend your event, isn't the most authentic thing you could do is *ask them to do it??!!* And yet, simply making the ask is one of the most difficult part of

sales for many people - and they become masters at avoiding it, essentially being inauthentic in the process!

Here's how you can apply it:

First, consider joining me and other heart-based, authentic, and full of integrity writers, bloggers, and business owners for my new 6 week course [Owning Your Persuasive Voice: Selling Authentically Using the Written Word](#). You can follow the link to find out more about it, and begin to develop your knowledge and skills around how to write for income on the internet.

Second, actually apply what you've gotten out of this free guide. Review it again - identify where and how I use what I'm guiding you to use, and take the "you" vs "I" test with some of your own writing.

Spend a little extra time on your persuasive writing - and really get honest with yourself when you go to make the ask. Would you say Yes to what you are offering? (Effective offers is another subject entirely - that's why I'm doing an entire [bonus session on it in my course](#) - along with some templates and training on how to actually present these powerful offers on a website.)

Finally, watch for what keeps you from being authentically you in your writing - it's vulnerable, and scary to be our full authentic selves - especially when it feels like we are supposed to be the ones "in the know." Thankfully, when we are being truly authentic, we actually connect more with others (I think because we are more connected to our Self), and that always leads to good things in business!



Thank you for spending your time and energy reading this guide. It's my intention that this information will make a difference for you - will empower you to fulfill your passion and purpose, and to thrive while doing so.

With much appreciation for who you really are.

XOXO

Dori