

Persuasive Writing CheatSheet



- Know what your readers needs and preferences are
- Use relevant statistics to support your argument
- Make your solution personal and relevant
- Structure your proposal like an argument
- Follow this structure:
Introduce → State Facts → Prove → Refute → Conclude.
- Keep your argument objective
- Use: technical specifications, test results, certifications, adherence to standards
- Appeal to the readers emotions
- Use the “FUD” factor; [fear, uncertainty, and doubt]
- Use simple language instead of formal phrases
- Use an ethical approach to create mutual respect
- Show empathy for people that your solution may negatively affect
- Anticipate possible doubts or questions that may arise so you can remove any reasons for rejection
- Use details and not generalizations
- Offer something to the reader to entice them [Free trials, studies]
- Make your proposal sound unique and scarce; the more limited something is the more people want it
- Ask for small initial commitments before asking the reader to take the plunge
- Use visual aids to immerse you audience
- Make sure you tailor proposal according to your audience [Government, social]
- Learn from “no’s” so that you can change them into “yes’s”