



Reaching Your Readers
Influencing Your Audience
Crafting Messages that Motivate
with Ken O'Quinn



Your objective

Steer the reader toward
the conclusion you favor



Aristotle's View

Three ways to persuade

- Strong argument
- Ability to tap emotions
- Credibility



Strengthening your credibility

Authenticity

- Behavioral integrity
 - solid ethics
 - honesty, fairness



Strengthening credibility

Generate goodwill

- Understanding: You are tuned in
- Empathy: Validate others' feelings, compliment, encourage
- Good listening skill
attentive, paraphrase questions



Strengthening credibility

Tone affects your credibility

People often respond based on their opinion of you



Analyze Your Audience

Know attitudes, values

Supportive, resistant, apathetic?

Consider what you can accomplish



Crafting an Effective Opening

Resistant audience:

- Open with what people accept as true
- Move people away from comfort zone



Crafting an Effective Opening

Apathetic audience:

- Notable fact, statistic, example, descriptive detail
- Say how this might affect them

Confront resistance: It honors their feelings

Message Tactics: Consistency

A valued trait

Inconsistent people: unreliable,
disorganized, irresponsible

Inconsistency creates mental conflict



Message Tactics

Ask for less, and then return for more

Buzzwords don't move people

Plain language is simpler, clearer

Imagining outcome creates an expectation

Affects self-image, sense of competence

Message Tactics: the Bandwagon Effect

Principle of social validation

who has endorsed it

who will attend

who is doing it already

who or how many have signed up

Activate the power of “we”

- We feel kinship and act more favorably toward people in our group
- Find similarities: Same college, same food, social activities, movies
- Similarities = teammates



Activate the power of “we”

Compliments build self-esteem



Message Tactics: Substantive Information

Facts, details, numbers, testimonials that support your argument



Keep in Touch

Ken O'Quinn

Ken@WritingwithClarity.com

Connect on LinkedIn

Twitter: @KenOQuinn

Facebook.com/WritingwithClarity

207-767-0112