

Persuasive Communication



After deciding what it is that you want to persuade others to think or do, determine how you will accomplish the task. By organizing your ideas in a clear and concise way, you will be able to fine-tune them.

Using colored markers, write an outline that describes the benefits of the product your team will persuade consumers to buy. Use the outline below to help you get started.

I. Product name _____

II. Actions (What will the product do? What is its purpose?)

- a. _____
- b. _____
- c. _____

III. Target consumer _____

(Who will buy your product?)

IV. Why should this consumer buy the product?

- a. _____
- b. _____
- c. _____