

How to Create a Persuasive Message

1. Start with the solution you wish to propose:

- a. Write down everything your audience needs to know about the solution.
- b. Make a list of the key words that will most clearly convey what your audience needs to know.

2. Create your problem statement/story:

- a. If there are five aspects of your solution your audience needs to know, your problem statement should refer to each of those five aspects.
- b. Speak about the consequence of each aspect of the problem. What is the pain that is being experienced by whoever is dealing with this problem?
- c. If you want, you can create a story that illustrates the problem, using the points you have noted as the outline for your story

3. What is the difference your solution will make? (Transformation):

- a. Communicate how the situation will be different/better if your solution is enacted.
- b. Who will benefit and how?
- c. Is there a financial benefit?

Key things to keep in mind:

- Pay attention to the words you use – be specific, accurate and descriptive.
- Use your key words consistently: weave your key words through all three parts of your message.
- Simpler is better and less is more. Don't get too far into the technical weeds of your solution. You will lose the persuasive impact of your message.

I conduct workshops on how to implement this template. Reach out if you'd like a workshop for your team!

