

Step 2

Analyze your audience to determine subjects that are likely to **personally affect them**. You know, for example, that a presentation on the abolition of Medicare and Social Security is more likely to reach an audience of AARP members rather than those gathered at a high school pep rally.

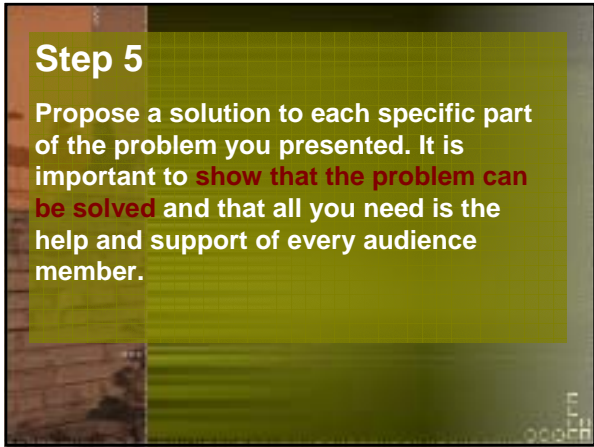
Step 3

Grab the audience's attention immediately in your introduction with an **emotional appeal**, a startling statistic or an evocative example that illustrates your issue clearly.

Step 4

State the facts of the problem you are trying to solve, a truth you want to dispel or a situation that begs for the attention your audience can offer. **Use statistics, facts and as many quotes from experts as possible** to lend credibility to your argument, energize your audience and get them poised for action.







Step 7

Issue your call to action. **Make your final appeal an emotional one** that will get them on their feet in support of your cause.

“For Every Action, There is an Equal and Opposite Reaction”

A persuasive presentation always comes with a competitive option. Don't think that if you are selling an idea or getting a budget approved, there is no “competition”. **As long as you are looking to change how the audience thinks or feels, you have entered the competitive world.** With every persuasive presentation there are products, ideas, which if accepted, will prevent your audience from accepting yours.

A Persuasive Presentation should engage your audience, not dominate them.

You should not at your first slide come across as “hear every word, see every word and believe every word I say”. **If that is the case the audience will automatically shut down.** Remember, each and every person in that audience has a unique make up. To change their collective heart and mind you need to constantly read them, adjust your presentation pacing, tone and content for maximum impact.

Put Your Audience First

This ties in with the second point. Before even developing your persuasive presentation you must totally understand your audience. Ask yourself questions like “What can I do to change their hearts and minds”, “What can I do to help them understand, motivate them, get them excited, get their trust etc”. Put your audience first. Start thinking how you can connect with them, not what to put on your first slide.

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Target the Audience’s Decision Making Process

A persuasive presentation seeks to change how the audience feels and think. Hence it **must be strategically planned** and delivered so that you are able to touch the “nerve” of the decision making brains of the audience. **You must be able to appeal to them so that they can be moved into action.** Without understand of your audience decision making process, your goals and objectives of your persuasive presentation will not be realized.

Persuasive Presentations ask for an Order

All presentation must have a goal. A persuasive presentation is no exception. If your goal is to sell something to your audience, then **you must ASK** for an order at the end of the presentation. After appealing to their decision making nerve, asking for an order would allow you to make that sale! Many a times, presenters tell me that they are shy or afraid to ask. No wonder they do not meet their goals.

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