



Persuasive Presentations

Grab Attention!

The 'shocking' headline

- e.g. I can show you how to save thousands, or 90% of people waste time by doing X – I'm going to tell you how NOT to be one of them

The vision

- e.g. imagine what it would be like if..., visualise a time when...

Audience participation

- e.g. Put your hands up if... How many of you have ever... Before we start, say hello to the person next to you.

The tease

- e.g. a puzzle, brain teaser or ambiguous phrases that get people thinking

The surprise/dramatic start

- e.g. a gimmick, visual prop, short film, lights/music or short story

Use Cialdini's Six Principles of Positive Influence



Reciprocity



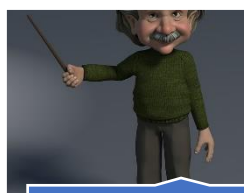
Commitment



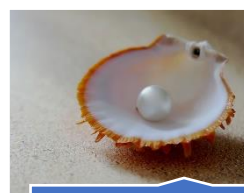
Social Proof



Liking



Authority



Scarcity



Persuasive Language

Use Positive and Negative Words
– Avoid Neutral Ones

Use Persuasive Words

Positive	Neutral	Negative
Yes	Maybe	No
Certainly	Try	Impossible
Definitely	Perhaps	Problem
Absolutely	Hopefully	Can't
Can	Obviously	Won't
Will	Basically	I'm afraid not
Guarantee	Might	Bad news
Tomorrow	Should	No way
Good news	Ideally	Failing that
Proven	Probably	Failure

You	Easy
Guarantee	Proven
Results	New
Safe	Save
Discovery	Free

End with a Clear Call to Action

