

PERSUASION MAGNETIC STATEMENTS

Presenting facts on only one side of an issue without being transparent about the other side of the issue is unethical.

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**To be a truly effective speaker
or writer, you have to appeal
to your audience or reader.**

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You can convince someone to believe you based on your character, credibility, and trustworthiness.

Word choice affects an audience's emotional response.

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Giving reasons is the heart of persuasion.

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The speaker (or writer) must play an active role in persuasion.