

RULES TO GIVING AN EFFECTIVE AND PERSUASIVE REPORT

I. Always start with the five w's Who, What, Why, When and Where?

II. Because/Reason (Logic)

a. when asking for something, always give a reason no matter how absurd. You will get what you ask for 93% of the time.

III. Downplaying

a. Using the words "only" and "just" softens impact of negative statements.

IV. Statistics

a. Using numbers and statistics will make your argument more believable.
b. Don't over use statistics.

V. Exact

a. Precise info adds credibility and reliance.

VI. We (commonality)

a. word conveys shared values and belonging.

VII. Immediately

a. The words "fast" "promptly" "immediately" trigger joy in the listener's subconscious.

VIII. Up to Date

a. The words "in the meantime" "meanwhile" suggest current knowledge.

IX. Keep it personal

a. when speaking to a specific audience always refer to them by name.

X. Agreement

a. Staying positive and in agreement with your audience is effective in persuading them.

XI. Praise

a. If you praise your audience the more likely they are to agree with your statements, even if it contradicts their own opinions.
b. Use sparingly, too much praise can lead to complacency.

XII. Humor

a. Presenting your message with humor makes it more convincing.

XIII. Repetition

a. Repetition increases the likelihood of a message becoming anchored in the brain.

XIV. Worst-case scenario

a. when trying to persuade an audience against a rival or ideology, always list the

worst-case scenarios to following said rival or ideology.

b. all that will be remembered is the Worst-case scenario, which should be so terrifying, that no one will defend that rival or ideology.