

# Persuasive Marketing Messages

# Activity - The Invitation

1. Partner with one of the people next to you.
2. One partner choose a real event to invite the other to attend. Movie, play, meal, etc.
3. Invite this person to join you in the way that feels most normal to you.
4. Partner number two, write down the noticeable things your partner did to persuade you to go.
5. Switch roles and repeat.





# Activity - The Invitation



- How did your partner make their offer?
- How would you describe their approach?
- What was your initial reaction to the event they were inviting you to?
- What worked?
- What didn't?

# Consider This:

- Most human communication at every age attempts to influence.
- Persuasion isn't just trying to get others to do what you want them to.
- Over 60% of people have a negative view of selling.
- Most people confuse persuasion and influence with manipulation and coercion.
- As a business owner, persuasive communication is the kind we use most.



# Persuasion Is:



- Presenting a different point of view.
- Making a moral or ethical case for a position.
- Leadership in decision making.
- Helping people clarify their desires, needs, and goals.
- At it's best, a potent form of empowering others.

# Here's What We'll Learn Today



- Your natural influence style.
- A simple four-part persuasion framework.
- Increase the impact of your marketing messages.
- Improve the effectiveness of your calls-to-action.



# What is Your Natural Influence Style?

- Reasoning - Presents pros & cons, offers sensible options.
- Demonstrating - Shows people how or just does it for them.
- Envisioning - Suggests imaginative possibilities.
- Teaching - Methodically leads step-by-step to a goal.
- Serving - Shows up and does the necessary work.
- Counseling - Listens deeply and leads intuitively.
- Directing - Has an agenda and makes it happen.
- Managing - Sets a goal and makes a plan for everyone.
- Motivating - Action oriented emotional appeal.

# What is Your Natural Influence Style?

Choose your primary influence style from this list and write a specific example below of how you've displayed the style you selected.

- Reasoning
- Demonstrating
- Envisioning
- Teaching
- Serving
- Counseling
- Directing
- Managing
- Motivating



# Why Does Knowing Your Influence Style Matter?

Knowing your natural influence style gives you the best foundation for your unique persuasive communication.

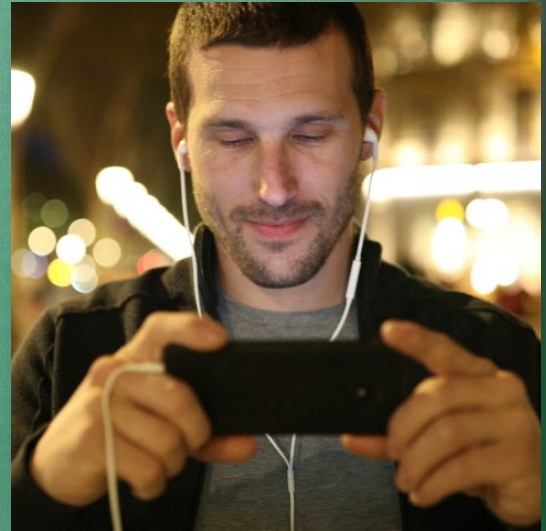
It's easier to leverage natural strengths and preferences than to build underdeveloped skills.

It helps you to see ways that you're already persuasive and affirms your right to use them.

# Activity - Scroll Stoppers

Open your favorite social media app or search app on your phone. Enter a search term related to businesses like yours or your industry.

As you scroll through the results, notice the content that captures your attention enough to make you stop scrolling.





# A Simple Persuasion Framework

- **Connection** - Receiver feels seen, heard, and understood.
- **Inspiration** - Suggest a future resolution with your help.
- **Invitation** - Open a door to the next stage toward that future.
- **Action** - One tangible step to take immediately.



# Activity - Connecting Statements

Think about a client or customer of yours and their circumstances, desires, needs, and problems. Write a one-sentence statement below that will help them feel seen, heard, and understood.





# Activity - Sensory Experiences

Sensory experiences appeal to your receiver's desires. Use the language of the senses to create sensory experiences with words.



# Activity - Empowering Verbs

Empowering verbs allow your receiver to perceive themselves in a more confident and competent light which lowers resistance and tends to motivate them into action.

Example of a disempowering verb: Help.  
Empowering verb? Expect.





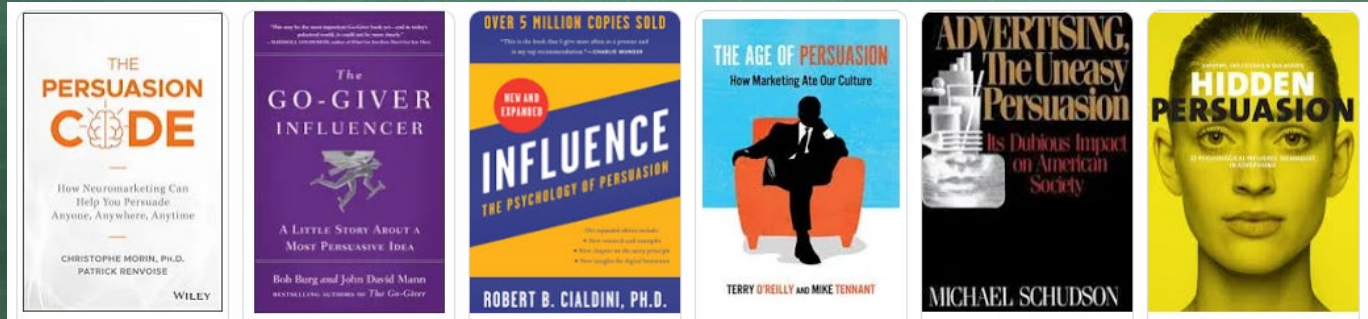
# Improve the Effectiveness of Your Call-to-Action

- Limit to one option.
- Make it clear and specific.
- Make it easy to accomplish.



# Recommended Resources

- Influence: The Psychology of Persuasion, by Robert Cialdini
- Building a Story Brand, by Donald Miller
- The Art of Quiet Influence, by Jocelyn Davis





# What's Next?

- Practice every day. Test. Keep what works.
- Study the experts. Grade messages you see.
- Schedule a consultation.

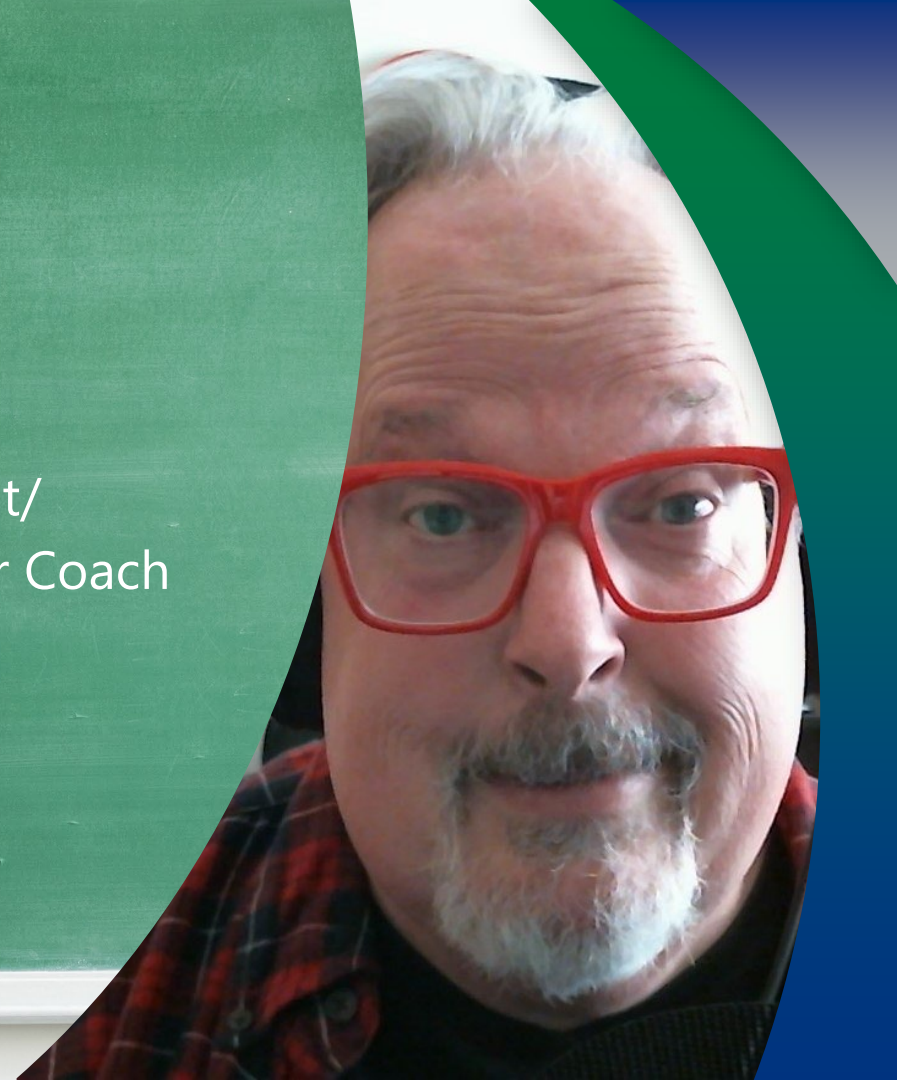


# Thank you!

**Franklin Taggart**

Business and Marketing Consultant/  
Solopreneur and Freelancer Career Coach

Blog/Podcast/Contact:  
[FranklinTaggart.com](http://FranklinTaggart.com)





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assistance.

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