

*Mastering the art of*  
**Persuasive  
Appeals**



# Persuasive Appeals

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Persuasive appeals are techniques used to convince or persuade an audience to adopt a particular viewpoint or take a specific action. They aim to create a connection between the audience and the message, encouraging meaningful engagement with the ideas or products.

*How do they work?*

These techniques leverage various strategies to influence the audience's attitudes, beliefs, and behaviors



# Persuasive Techniques

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Persuasive ads tap into three main areas in our lives.



Our Needs



Our Values



Our Feelings



# Our Needs

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This includes are everyday needs, such as:

- Food
- Water
- Shelter
- Clothing
- Entertainment

*This alignment with basic human needs enhances the relevance and persuasiveness of marketing efforts in various contexts.*

# Our Values

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This focuses on our values and we see as important, such as

- Our beliefs
- How we view the world
- Aspirations
- How we want to live our lives

*These techniques appeal to our sense of identity and the principles that guide our decisions and actions.*





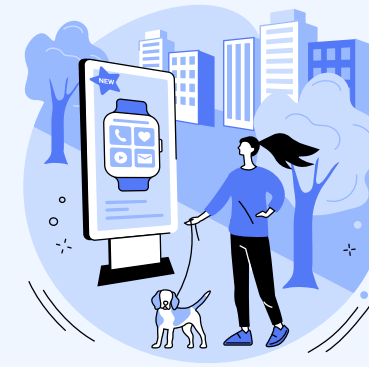
# Our Feelings

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This focuses on the emotions that make us human, such as

- Happiness
- Love
- Sadness
- Anger
- Joy

*An alignment with an emotional resonance not only captures attention but also enhances the likelihood of engagement and response to the persuasive message.*



*Three*

# Persuasive Techniques

You Need To Know

# Ethos

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Ethos is an example of an ethical appeal. It appeals to the credibility or character of the speaker or writer, establishing them as knowledgeable, trustworthy, or morally upright. An example would be a doctor endorsing a medical product.

*Why does this work?*

This technique works because people trust experts and those who have authority.

*Examples*

- "As a doctor with 20 years of experience..."
- "Having lived in this neighborhood all my life..."





# Pathos

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Pathos is an example of an emotional appeal. It appeals to the audience's emotions, often stirring feelings such as compassion, empathy, fear, joy, or nostalgia. An example would be a charity ad showing sad images of animals to encourage donations.

*Why does this work?*

This technique works because emotions drive people to take action.

*Examples*

- "The lonely puppy shivered in the cold rain..."
- "The crowd cheered as the team won the championship!"



# Logos

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Logos is an example of a logical appeal. It focuses on persuading an audience through the use of logic, reasoning, and evidence. An example would be using statistics and facts to support an argument.

## *Why does this work?*

This technique works by appealing to the audience's rationality with factual information and logical arguments, enhancing credibility and persuasiveness. Used when writers need to prove their point with facts and numbers

## *Examples*

- "9 out of 10 students improved their grades..."
- "Studies show that reading 20 minutes daily..."

