

# Persuasive techniques

## Telling stories and using anecdotes

e.g. "When I was a child, my neighbourhood was a lot safer than it is today. We never had to lock our front doors. But nowadays..."

## Presenting evidence

**Using facts, figures, quotes or graphs to support an argument.**

e.g. "When we asked a group of scientists, 95% of them agreed that the species was in danger of extinction."

## Asking rhetorical questions

**Asking a question where the answer is obvious.**

e.g. "Don't we all just want the fighting to stop?"

## Inclusive language

**Using "we" or "us" to get the audience onside**

e.g. "We are all affected by the recent stock market crash."

## Flattery

**Falsely complimenting the audience**

e.g. "You know a good deal when you see it."

## Exaggeration

**Overstating to emphasise a point.**

e.g. "There are millions of reasons to quit your job."

## Including expert opinions

**Using the opinions of experts to give weight to an argument**

e.g. "Leading scientists agree that our health is at risk."