

PERSUASION WORKSHEET

What is your persuasive goal?

What structure will you use? (direct/indirect, one-sided/two-sided)

What key messages/arguments will you deliver?

How could you apply some of the techniques noted in the Cialdini piece? What are the pros and cons of each approach.

		Pros	Cons
Liking			
Reciprocity			
Social Proof			
Consistency			
Authority			
Scarcity			

What other persuasion techniques might you apply?