

class #8

- quiz 2-3
- clips of the day
- jokes
- coursepack review
- request messages, persuasion, & sales
- dr. reed assignment
- business plan/p.r.e.s.

clip of the day

coursepack stuff

(p. 22)

persuasion



You need an action response, but
your audience is resistant and
free to refuse.

sales letters

Classic form of persuasive request, but very specialized.

Uses AIDA strategy.

AIDA

- Attention
- Interest
- Desire
- Action

AIDA

- Attention: Break through the resistance door
- Interest:
- Desire
- Action

AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire:
- Action:

AIDA

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- Desire: Make audience want your solution, i.e., your product or service
- Action:

AIDA

- Attention: Break through the resistance door
- Interest: stimulate awareness of a problem or need.
- Desire: Make audience want your solution, i.e., your product or service
- Action: Ask for sale

business plan