

Persuasive speaking - Impact techniques



- examples, facts and figures
- strong arguments
- illustrative material
- emphatic words
- certain expressions (personal comments)
- rhetorical questions
- linking words
- pauses
- intonation
- addressing the audience directly

- stressing words (emphasis)
- inverted word order
- should(n't), need
- certain structures, e.g. The + noun + is
- clauses beginning with “what”
- conditionals with “if”, “unless”, “otherwise”
- choice of words (negative and positive connotation)
- clear structure
- rapport
- eye-contact
- body language

Impact techniques

- Repetition & restatement
- Rhetorical questions
- Groups of three (+ adding a fourth point)
- Machine-gunning
- Contrasts & opposites
- Power language
- Intensifiers
- Metaphors



Repetition & restatement

- **Repetition of words, phrases & sentences**



- **Replacing one word with a word already used**

question

e.g. It's not a question of qualifications. It's a ~~matter~~ of talent.

- **Pausing and repeating**

e.g. I'm pleased to report that profits are up ... up by 38%.

Repetition & restatement



- **The James Bond technique**

e.g. No one has ever been able to beat us on price – no one.

- **Mantra**

e.g. Barack Obama's "Yes, we can!"



- **Repetition of sounds**

e.g. Of course, this is a serious problem to which there's no simple solution.



Rhetorical questions

- **Asking & answering questions**

e.g. Is there anything you can do to get your message across with greater impact? Are there any techniques that all successful speakers use to inspire, persuade and enthuse their audiences? And, if so, can anyone learn to use them? The good news is that the answer to all these questions is an emphatic yes.



Rhetorical questions

- **Phrasing a key point as a question and echoing the question in the answer**

e.g. So, what's the main challenge we face? - The main challenge is piracy.



Groups of three

What will it take to achieve our goals? – Time, effort and tenacity.



Adding a fourth point

What will it take to achieve our goals? – Time, effort and tenacity. But, above all, talent.



Machine-gunning

Our product is cheaper, newer, faster, bigger, cleaner, safer and better than anything else on the market.



Contrasts & opposites

As they say, it's not a matter of doing things right. It's a matter of doing things right. It's a matter of doing things right. It's a matter of doing things right.

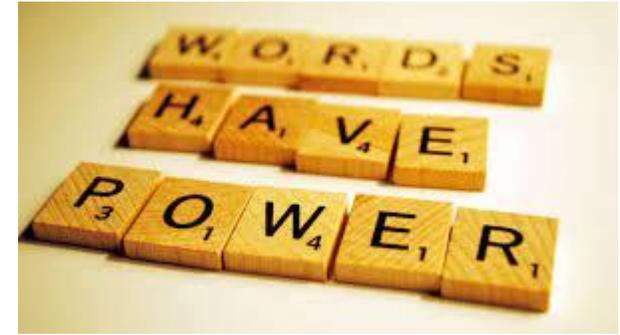


Contrasts & opposites

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Power language



It's a big market. → **huge, enormous, immense**

We've changed the industry. → **transformed, revolutionised**

It's a new product. → **brand-new, innovative, revolutionary, breakthrough**

It's an attractive design. → **striking, fabulous, gorgeous, eye-catching, breath-taking**

These are good results. → **great, superb, terrific, fantastic**

Revenues have increased. → **soared, (sky)rocketed, escalated, taken off**

Intensifiers

We've done exceptionally well this year – even better than last year, in fact.

It's done dramatically better than we expected in a such short space of time.



Metaphors

play as a team



join forces

rethink our strategy

build a firm foundation for ...



get to the root of the problem



Monroe's Sequence

- Getting the audience's attention
- Creating a need
- Satisfying the need
- Visualising the future
- Asking for action

