

What Do You Do When You Want to Be Persuasive?

You turn to Aristotle.

Back in ancient Greek times, people probably didn't say "These are my top three tips." But, Aristotle had three of the best. To be persuasive, you need ethos, pathos, and logos.



1. Ethos means character.

Establish your character and credibility. Share your credentials. Explain why you are the right person to offer someone the help they need.

2. Pathos means an “appeal to the emotions.”

As a business communicator, it's your job to be aware of more than just the facts. You also need to address the emotional reasons a person might make a choice or decision.

3. Logos means logic.

It balances the appeal to the emotions. Present accurate facts and figures in a step-by-step, well-reasoned way.