

Persuasion Planner

Topic:

Project:

Content ID

Use this worksheet to capture ideas and phrases for a piece of web content like an article, email, or video. First, consider your goals and describe the ideal outcome for your reader or viewer. Then, use the persuasive appeals of Reputation, Emotion, and Facts and Figures to generate ideas and phrases for your content.

READER OUTCOMES

What do you want the reader/viewer to do after their experience? Will they change their mind? Make a decision? Consider a new perspective?

REPUTATION

What is it about you that will help persuade the reader? Consider your authority, expertise, social proof, and other bona fides.

EMOTION

How can you connect with your reader on an emotional level? Can you empathize with their needs? Stir their passion? Express your vision?

FACTS AND FIGURES

What information might logically persuade your reader? Can you demonstrate how it will save them time, money, hassle?