Persuasive Writing in Advertising and Fundraising

September 2, 2015

• **Persuasion Diagram (Rhetorical Situation Box)**
  o Purpose (top)
    ▪ What is my purpose?
  o Persona (left side)
    ▪ So what do I need to sound like to reach the audience?
  o Content—emotional logical (bottom)
    ▪ The actual content
  o Audience (right side)
    ▪ Who am I writing this for?

• **Persuasion:** attempting to change the audience’s attitudes, beliefs, or actions
  o **Purpose:** to persuade the audience—to convince
  o **Audience:** must figure out: “so how can I present this to them to meet their needs?”
    ▪ **Demographics:**
      • Things we can look at and concretely know
        o Age
        o Gender
        o Occupation
        o Income
        o Education
    ▪ **Psychographics:**
      • People’s attitudes
        o **Persona:**
          • Ethics and Credibility
            ▪ You somehow have to come across as believable
          ▪ **How to appear as credible:**
            • Back things up with facts
            • Use testimonials—“the power of the story”
            • Enthusiasm
            • Sincerity
            • Establish common ground
  o **Content/Message:**
    ▪ Comes last
      • Should fall into place after analyzing the purpose, persona, and audience

September 9, 2015

• **Argument—Writing That Makes A Point**
  o **Persuasive Arguments**
    ▪ **Reasoning from Evidence**
      • You gather evidence, examine it, and come to a conclusion
    ▪ **Claims and Warrants**
You don’t pay something on time, you will hear from people
  • You must have forgotten
  • Threatening Legal Action

  o Advertising

• Creativity
  o Three Questions:
    • What do you have to offer?
    • Who are you trying to offer it to?
    • What makes you unique?
  o Five-Step Process
    • Immersion
      • Do your homework/research
      • Read everything you can/extract every bit of information you can
    • Digestion
      • Play with that research
        o Features and benefits of the product
        o Doodle, draw, fuss
    • Incubation
      • Get away from it and do something else
    • Illumination
      • Something is going to hit you
    • Test It Against Reality
      • Ask other people
      • Write down pros and cons

September 14, 2015

• How to make a persuasive ad
  o Color
  o Cutting-edge
  o Impossible
  o Unique
  o Placement
  o Exclusivity
  o Appeals to emotion
  o Visuals match the message

• Marketing
  o Product
  o Price
  o Distribution
  o Promotion
    • Advertising/fundraising
    • Public relations/image of organization
    • Sales promotions
    • Personal selling—makeup demonstrations
    • Phone calls
October 14, 2015

- **Broadcasting—Radio and TV**
  - **Overview**
    - **TV**
      - Get people to think visually
    - **Radio**
      - Get people to think with sound
      - They create their own picture based on the words that are spoken
      - *There is always a lot to compete with—distractions*
      - Cut through all the clutter and people who are zoning out, leaving the room, etc.
    - **REPETITION**—it's not enough to say it once
  - **Terminology**—“Ads”
    - Spots—radio
    - Commercials—TV
  - **Words that tend to work well**
    - **Humor**
      - Easy to interpret when you can hear it
    - **Slice of Life**
    - **Testimonials**
    - **Demonstrations**
    - **Problem solution**
    - **Characters**
      - Don’t normally work well in print, but great in radio and TV
    - **Reason why** (you need this, this will change your life, etc.)
    - **Anything that has news**—“new and improved”
    - **Things that are emotional**
  - **Script**
    - Music playing
    - Characters
    - Graphics?
    - Script?
  - **Radio specifically**
    - **Advantages**
      - Radio reaches more people more often than any other medium
      - 93% people in this country listen
      - 15.7 billion per year
      - Great way to take a small budget and do big things with it
      - All sound—most *mobile* medium
      - Traveling
      - Home
      - Work
    - **Most intimate medium**
      - People rarely are in a crowd when listening to their radio
- **Skyscraper:** long skinny on the side
- **Pop up/superstitial:** annoying things
- Looks like a billboard
  - **Have a website:**
    - Pick a page to do that fits with what you're trying to get across
      - Relates to you selling something
    - What is the purpose of a website?
      - Offer information?
      - Offer customer support?
      - Promote a service?
      - To let people know about organization/section that raises money
  - Who is your target audience?
  - Domain name that people can remember
  - Must have a page where people can sign up to be on the mailing list
  - “Last updated” – continually update website
  - Should always be a link to current news/announcements/stuff that's happening right now
  - FAQ—pick and choose the list of questions
  - Cross-reference everything you do
  - **Email blast:**
    - Must be legitimate—NOT spams
    - “We're so glad you signed up, it’s on our email list!”
      - Opt out at any time
    - Promise—we'll—20% off—pressle
  - Options to find additional information
    - Design
      - Trying to brand / click through? Sell?

**November 2, 2015**
- Film/movie Advertising
  - Should look like film/TV script
  - Ads in theaters/lobby/on cups/on tubs
  - Think *billboard* and *branding product identification*
- Social media
  - Younger audience
  - Ad on Facebook
  - Facebook page that actually sells or raises money for something
  - Series of tweets IF the purpose is to drive people to your website to actually subscribe or sell things
  - YouTube—get people to the website
- In-store ads
  - Aisle display
  - Something on shopping carts in the store
- Guerilla marketing/new media/alternative media/non-traditional advertising
  - Kind of weird
  - Different than where you’d usually see anything
- What can people gain from this presentation?
- Bring something to drink
- Remember to breathe
- Slow down
- Memorize the first and last sentences
- Pause, and practice where you’re doing to pause