

Persuasive Writing in Advertising and Fundraising

September 2, 2015

- **Persuasion Diagram (Rhetorical Situation Box)**
 - Purpose (top)
 - What is my purpose?
 - Persona (left side)
 - So what do I need to sound like to reach the audience?
 - Content—emotional logical (bottom)
 - The actual content
 - Audience (right side)
 - Who am I writing this for?
- **Persuasion:** attempting to change the audience's attitudes, beliefs, or actions
 - Purpose: to persuade the audience—to convince
 - 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
 - Age
 - Gender
 - Occupation
 - Income
 - Education
 - **Psychographics:**
 - People's attitudes
 - Personality
 - Lifestyles
 - "Why does this feel like home?"
 - 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
 - Content/Message:
 - Comes last
 - Should fall into place after analyzing the purpose, persona, and audience

September 9, 2015

- **Argument—Writing That Makes A Point**
 - 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
 - Advertising
 -
- **Creativity**
 - Three Questions:
 - What do you have to offer?
 - Who are you trying to offer it to?
 - What makes you unique?
 - Five-Step Process
 - **Immersion**
 - Do your homework/research
 - Read everything you can/extract every bit of information you can
 - **Digestion**
 - Play with that research
 - Features and benefits of the product
 - 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**
 - Color
 - Cutting-edge
 - Impossible
 - Unique
 - Placement
 - Exclusivity
 - Appeals to emotion
 - Visuals match the message
- **Marketing**
 - Product
 - Price
 - Distribution
 - 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 spammy
 - "We're so glad you signed up to be on our email list!"
 - Opt out at any time
 - Promise a benefit—20% off—pre-sale
 - Options to find additional information
- **Purpose**
 - 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

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