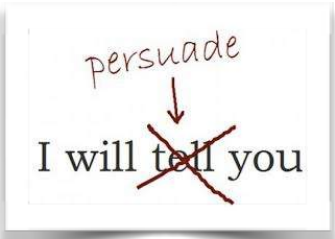
Lesson Plan Easy Access English

PERSUASION



EAE Learning objectives for this lesson

Discuss theories and ideas about persuasion. Learn some persuasive expressions and vocabulary and practice using them. Work on your comprehension.



Activity One - Ask and Answer

1. Are you a persuasive person?
2. How often do you have to persuade people of something?
3. Do you enjoy persuading people and selling your ideas?

Activity Two - The art of persuasion.

In a challenging economic climate our clients think carefully about every buying decision. They need to be persuaded that they are making the right one. In a changing world where traditional lines of hierarchy are blurred, employees can no longer be told what to do. They need to be persuaded to do it well. So in all these situations we have to be more convincing than ever!

1. In your opinion what makes someone persuasive?
2. What techniques do you use when you really want to persuade someone?

FURTHER READING - If you find the time read this interesting article about persuasion **at home**.
https://hbr.org/1998/05/the-necessary-art-of-persuasion

Activity Three - Comprehension Activity. Pre read the comprehension questions and then watch the video. (Please prepare this at home if you don't have youtube access during the lesson).
Science Of Persuasion - https://www.youtube.com/watch?v=cFdCzN7RYbw
You Tube - Influenceatwork Channel.



1. For how long have researchers studied persuasion?
2. What do people need to make a decision?
3. How many ideas 'shortcuts' are identified?
4. What can you get if you understand these principles?
5. Who are you most likely to say yes to?
6. Why do restaurants give mints when they give the bill?
7. What has been found about this?
8. What is the scarcity principle?
9. What does science tell us about credibility?
10. What did the small card represent in the consistency principle?
11. How did they get commitment in the medical centre?
12. What does persuasion science tell us about who we like?
13. Why should you look for areas of similarity?
14. What is the principle of consensus and how was it used in the hotel?
15. Does this video give you any ideas for your own business?



Activity Four - Sell personalised BENEFITS to an individual.
Even if you use all the scientifically proven techniques of persuasion you will still need to SELL your ideas or services or product by describing it in detail to the person or people you want to convince. To do this effectively you need to be sure that you will explain it in terms that really do mean something to that person or those people. If you only explain things in general terms then you might just end up sending your client to your competitor or selling someone else's idea… If you make the benefits clear to a person according to their frame of reference or their individual needs then they will connect and be more easily persuaded. They will see the relevance of what you are saying, to them. As Benjamin Franklin said: 'Tell me and I forget, teach me and I may remember, involve me and I learn.'

If you break down the information in the following way then you will be able to make the individual benefits clear.

- **Feature** - a general point about the product/service/idea
- **Advantage** – the general advantage to anyone
- **Benefit** – the benefit particularly to the person you are trying to convince

Try explaining the benefits of a specific idea, item or service in those terms. First read the examples: (I'm describing my dog to a person who has children.)



Feature - Daisy is a friendly dog.
Advantage - This means that she is never aggressive.
Benefit - So your children will not be afraid of her.

Now I'm describing my dog to a person who likes walking.



Feature - Daisy walks without a lead.
Advantage - This means that you can walk easily with her by your side.
Benefit - So you can enjoy long brisk walks together .

As you can see - each situation or product or item (or animal in this case) has its own set of features and each feature has many advantages. Those features and advantages can all be explained in terms of benefits which correspond to what a person needs and wants.

Activity Five - The most persuasive words in the English language. These are some of the words which research has shown to be the most effective at persuading people.

- **Try using them now to persuade your teacher or something.**

Safe, New, Proven, Results, Discovery, You, A persons' name, Free, Because, Instantly,



Here are some other VERBS which you can use to be more persuasive. Studies have also shown that the most persuasive speeches and articles contain LESS adjectives and MORE verbs.

Save, Insure, Boost, Find, Solve, Succeed, Improve, Explore, Develop,

Reference - https://acemyacademics.files.wordpress.com/2012/08/108mostpersuasivewords.pdf
At home *- You can watch this interesting video about powerful words.*
http://www.entrepreneur.com/video/238673

