

WRITING PERSUASIVELY

Consider Your Readers'/Listeners' Objections and Points of View

- 1. Offer concessions:** Mention ideas that both you and the reader agree on. This type of common ground is called a concession because a writer using it admits or concedes that certain of the reader's ideas make sense even though the ideas are in conflict with the writer's main point.
- 2. Anticipate and answer your readers'/listeners' objections:** Don't ignore ideas that run counter to your own; introduce them and then respond to them. Include the points that you can't concede and then explain why you can't agree with them.
- 3. Avoid negatively loaded language:** Writers who write tactfully must be aware of the connotations of the words they use. Connotations can affect the way you think as well as how tactfully you communicate with others. Maybe your neighbors really are thrifty rather than cheap? Maybe your friend is forgetful rather than dumb?
- 4. Consider the alternatives:** Offering alternatives when you have to say no is a good habit to develop. Make it easier for your reader to do something. Show some alternatives to be either impractical or unfair.
- 5. Be tactful in little ways:**
 1. Don't complain.
 2. Know when to use "you."
 3. Include background information without offending your reader by using "as you know," or "as you may recall," or "as you may have read."
- 6. End appropriately:** When you want to persuade your readers to do something, consider ending with an invitation to action.