

# WRITE TO INFLUENCE

*Do you avoid business writing because you don't know where to start and don't feel confident about crafting a persuasive message?*

*Or... is English your second language and you don't think you can communicate well with imperfect grammar?*

**Rhetoric is the art of persuasion and you can do it:**

Logic + Credibility + Emotional Appeal = Persuasive Argument

**comm4results.com**  
growth strategies for entrepreneurs

*What happens when you pool the know-how of a CFO and a Communications Expert?*

## MONEY-MAKING STRATEGIES WITH REPEATABLE RESULTS!

**\$ \$ \$**

### MINIMIZE OVERHEAD COSTS

We minimize your core business processes by recommending and implementing the latest accounting and marketing tools.

### CURRENT TECHNOLOGY AND SERVICES

We rescue you from information overwhelm by staying on top of best practices and the latest accounting, digital marketing, and content optimization tools.

Copyright © Anna Parker 2015 All Rights Reserved. No part of this material may be reproduced without Anna Parker's express consent.

## HOW TO WRITE PERSUASIVE ARGUMENTS & DOCS

The secret to efficient communication lies in simplicity, *structure*, and scannability.

### INTRODUCTION

1. Introduce yourself.
2. Introduce the context of how the reader knows you.
3. Share a "bio bit" to illustrate how your reader can benefit from your influence.

### PURPOSE

To sell the value of reading the rest, declare your persuasive argument right up front. Share the reason for writing the document, identify the type, and reveal the outcome provided at the end. Don't force your audience to read to the end for your insight and solution.

### SUMMARY

This is the executive summary of points to be covered in **BACKGROUND** and **DETAILS**. This isn't a teaser; the first three sections provide sufficient information for the reader to act, and then reserve the right to read the details now, later, or not at all.

### BACKGROUND

Depending on the type of document, you may need to provide history, supporting information, or definitions so your audience understands the facts with no possible opportunity for misinterpretation or confusion.

### DETAILS

**This is the meat of your document.**

Using secondary headings, expand on the points outlined in the **SUMMARY**. Don't be afraid to reuse content if it makes navigating or understanding your document easier.

### OUTCOME

**This is your CALL TO ACTION and without it, your document is useless.**

Possible headings include: *Solution, Conclusion, Findings, Next Steps, Action Items*, or even *What's in it for you?*

Never leave your reader guessing at what to do next. Tell them **WHAT** to do plus **WHERE**, **WHEN**, **HOW**, and **WHY** to do it.

Anna Parker: [anna.parker@comm4results.com](mailto:anna.parker@comm4results.com) | 416.895.7195  
Dwayne Richards: [info@dwaynerichards.com](mailto:info@dwaynerichards.com) | 416.859.5865