

# Reading free Good example of a persuasive memo cengage learning .pdf

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their needs relate the action you want readers to take or not take to those needs the steps for planning a persuasive message are shown in figure 8 12 price nelson explore the text ready to review ebooks set up your account have questions for us let s connect want to help students save explore options teaching an education course evaluate and adopt college education textbooks etextbooks and online learning platforms from cengage

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in a persuasive memo you must constantly keep your reader s feelings in mind consider how the person will react to what you are saying what would convince him or her most readily how much should you rely on logic and how much should you appeal to emotion steps open with a statement that focuses the reader s attention on the issue

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for instance recent customer comments have said our sandwiches are boring we can increase sandwich sales by adding cheese in the second section you begin to build interest by explaining the benefits use specific examples and clear images to paint a picture in the reader s mind

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use these persuasive devices to create a balanced approach that is confident informed accurate and fair if you use any appeal to excess you will lose credibility and may not succeed in your efforts to persuade

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when planning a persuasive message analyze the audience to determine their needs relate the action you want readers to take or not take to those needs the steps for planning a persuasive message are shown in figure 8 12

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