



## **The ECHO™ — Your Weekly Presentation Tip**

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### **Persuading an Audience**

When you're creating a presentation to persuade your audience to take action, use this format for organizing your content:

#### **Opener**

Help your audience recognize a situation that's a problem, an opportunity, or a weakness that must be addressed.

#### **Recommendation**

Make a clear link between your recommendation and the situation it addresses.

#### **Benefits**

Let your audience know what's in it for them if they act on your recommendation.

#### **Evidence**

Choose evidence that's appropriate for your audience and that supports its value.

#### **Next Steps**

Close by clearly laying out the next steps you're asking from your audience.

Try this format and see how persuasive you can become.

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