

# The Three Pillars of Persuasion

by florianmueck.com\*

*“2,300 years ago, Aristotle knew how to persuade people and move them to action. He persuaded them with arguments. With arguments based on logic (LOGOS), credibility (ETHOS) and emotion (PATHOS). Increase your rhetorical power by raising the three pillars of persuasion.”*

## LOGOS

<b>Fact</b>	“The USA is made up of 50 federal states.”
<b>Data**</b>	“The graph shows the evolution of Chinese household incomes.”
<b>Figure</b>	“We increased sales by 23%.”
<b>Research**</b>	“Research shows that the more chocolate you eat, the lower your body fat level is.”
<b>Survey**</b>	“Last Sunday, 41% of Germans said that they would vote again for Angela Merkel.”
<b>Statistic**</b>	“Statistically, people born in the nineties have an 80% chance to live in three centuries.”
<b>Expert opinion</b>	Steve Jobs said that, “Design is not just what it looks like and feels like. Design is how it works.”
<b>Example</b>	Sharing a personal experience.
<b>Demo</b>	Seeing is believing. Show it!

## ETHOS

<b>Reputation</b>	General belief or opinion that others have about you. Influenced by position, titles, awards, accomplishments, humanitarian work, ...
<b>Authority</b>	Self-confidence (direct eye contact, open gestures and body language, strong voice and vocal variety), conviction, determination, decisiveness.
<b>Similarity</b>	Always look for common ground with your audience. Address it and ask questions like, “Who of you have lived and worked abroad?”
<b>Empathy</b>	We believe people more who care for us. Interact with your audience – ask questions, make references to other people in the audience, start 1-1 dialogs.

## PATHOS

<b>Stories</b>	We don’t connect with win-win and synergies. We connect with stories. Share your personal stories describing the plot and characters. Relive dialogs.
<b>Senses</b>	Talk less to the brain; talk more to the body. We are visually driven, we speak visually. Evoke also the other four senses – hearing, taste, smell, touch.
<b>Metaphor</b>	The comparison of one thing to another. Sea of grief, heart of stone, broken heart, life is a box of chocolate, public speaking is a mountain without a peak.
<b>Vision</b>	My dream is to build a School of Rhetoric in Barcelona one day. Top trainings for transformers. I know I’ll make it happen. What is your vision? Share your dreams!

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## LOGOS

Facts	
Data **	
Figures	
Research **	
Surveys **	
Statistics **	
Expert opinion	
Examples	
Demo	

## ETHOS

Reputation	
Authority	
Similarity	
Empathy	

## PATHOS

Stories	
Senses	
Metaphor	
Vision	