



THE THREE PILLARS OF PERSUASION

By Florian Mueck

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



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| LOGOS | ETHOS | PATHOS |
|--------------------|--------------|-----------------|
| FACTS | REPUTATION | VISION & DREAMS |
| DATA | EXPERTISE | METAPHORS |
| FIGURES | AUTHORITY | HUMOR |
| SURVEYS | SIMILARITIES | STORIES |
| TEST RESULTS | QUOTATIONS | VULNERABILITY |
| STATISTICS | INTERACTION | |
| RESEARCH | | |
| EXPERT TESTIMONIES | | |
| EXAMPLES | | |
| DEMONSTRATION | | |