

How persuasive are you?

Talking points

1. What does it mean to be persuasive?
2. Do you remember the last time you persuaded somebody to do something?
3. Are you easily persuaded to do things?
4. Do you agree with this opinion: Persuasion is often more effectual than force.

How to sound persuasive

Look at the situations A-C. What arguments could you use to persuade your friend?

A	B	C
Your friend isn't sure they should accept a new job.	Your friend isn't sure they should buy a pretty expensive apartment in the city centre.	Your friend isn't sure they should take up a language course at weekends.

a)

b)

c)

a)

b)

c)

a)

b)

c)

Now look at sentences 1-12 and match them with situations A-C.

1. Don't you think that it would really help you find a better job?

2. I'm sure that you can work out a good payment plan.

3. Can't you see that this is a once in a lifetime opportunity?

4. Just imagine sitting in this enormous office!

5. It would be silly not to take advantage of this great opportunity!

6. You should think about it. If not now, then when?

7. Keep in mind that it is an indispensable skill these days.

8. I'm telling you it's a great investment.

9. Just picture yourself on this beautiful terrace overlooking the city

10. You won't be sorry if you try!

11. There is no doubt that this position is a step up for you.

12. Why don't you ask a friend to sign up with you?

What makes the sentences 1-12 persuasive? Can you underline examples of persuasive language?

Practice

Using expressions 1-12 try to persuade your friend in 8 different situations

Your friend is considering looking for another job but she isn't sure.	Your friend isn't 100% convinced she should quit their dead-end job which frustrates her daily.	Your friend isn't sure she should inform her supervisor she had seen a colleague stealing from the company's petty cash.
Your friend doesn't know whether he should accept a new post (more money but also more work and responsibilities)	Your friend is considering making a complaint to the HR department about his abusive boss.	Your friend wants to apply for another position in the firm, but it would mean competing with a good colleague of hers.
Your friend isn't sure she should apply for a scholarship to study abroad.	Your friend thinks he should ask for a raise but isn't sure the time is right.	