

Persuasion Plan

Prepare:

1. What do I want?
2. Why?
3. Who am I trying to persuade?
4. What are the benefits for them from their point of view?
5. What is obvious to me that may not be obvious to them?
6. What concerns can I address?

Inform:

7. How can I connect with the other person?
8. What can I say to Inform them?
9. How can I Involve them (help them to see what's in it for them)?
10. What can I say to Invite them?

11. What story can I tell?

12. How can I help them to imagine the future?

Easy:

13. How can I make it Easy for them to say yes?

Stopping you:

14. What could get in my way?

15. How can I adjust my view?

16. What different actions can I take?