

# Structure of Persuasive Communications



Start with the HEADLINE, what's most important and relevant to the audience.

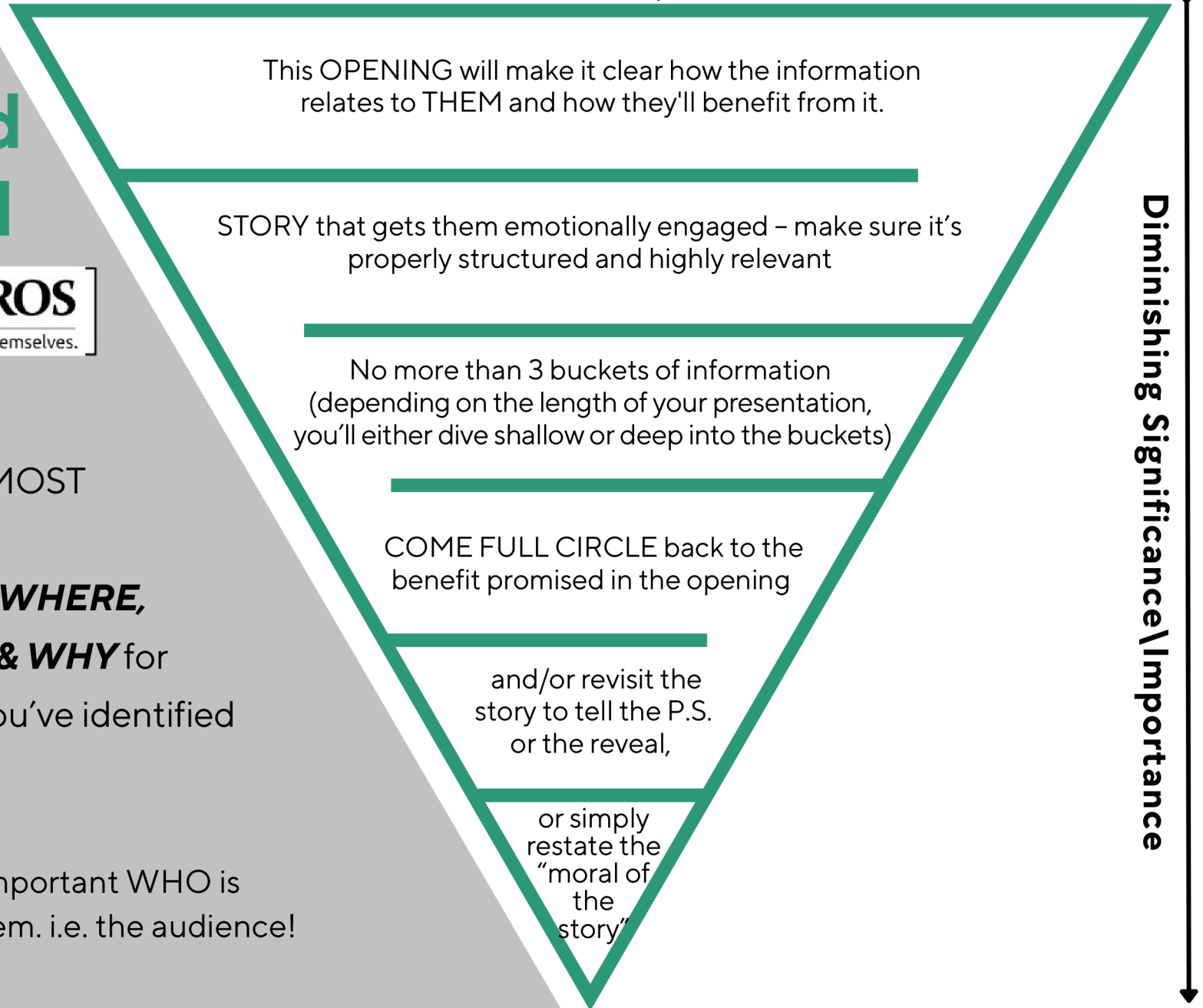
## The Inverted Pyramid

**JOANNA PIROS**

Because things don't speak for themselves.

WHAT IS THE MOST IMPORTANT  
**WHO, WHAT, WHERE, WHEN, HOW & WHY** for the audience you've identified and analyzed?

**Hint:** The most important WHO is almost always them. i.e. the audience!



# Brainstorm Your Points

WHO is the audience?

WHAT part of your information matters to them?

WHY should they care? Relevance!!

WHEN is timing an issue? How does it affect them.

WHERE - is the location? Is availability an issue?

HOW will it work, happen, evolve?

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Pyramid

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# Content Buckets

HEADLINE #1

the content...

HEADLINE#2

the content...

HEADLINE #3

the content...

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# Emotional Engagement

The story, metaphor, case study (*story*), examples, or blue-sky thinking (*imagine if...*)

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# Organize Your Points

MAP IT - Fill in the information you brainstormed on the previous pages!



Diminishing Significance \ Importance

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