

## PERSUASION MAGNETIC STATEMENTS

**Presenting facts on only one side of an issue without being transparent about the other side of the issue is unethical.**

PERSUASION MAGNETIC STATEMENTS

**To be a truly effective speaker  
or writer, you have to appeal  
to your audience or reader.**

PERSUASION MAGNETIC STATEMENTS

**You can convince someone to believe you based on your character, credibility, and trustworthiness.**

**Word choice affects an audience's emotional response.**

PERSUASION MAGNETIC STATEMENTS

**Giving reasons is the heart of persuasion.**

PERSUASION MAGNETIC STATEMENTS

**The speaker (or writer) must play an active role in persuasion.**