

# Persuasive Techniques

**Persuasion** is about convincing others that a point of view, idea, or action is correct. Here are some of the techniques writers use to persuade their readers.

## Persuasive Techniques

Technique	Definition	Example
Loaded Words	using words that give a certain feeling	
Positive Loaded Words	give a positive feeling	(+) bold, bright, cozy
Negative Loaded Words	give a negative feeling	(-) dull, soggy, bland
Bandwagon	suggesting "everybody is doing it"	"Over one million people have enjoyed eating at Mr. Sids."
Testimonial	using famous people to make a product seem more attractive	"I'm a famous baseball player, and I drink Tasty Juice."
Plain folks	using ordinary people with whom the customer can identify	"I am a regular dad like you, and I always take my kids to Fun Zone."

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Transfer	associating a product with a symbol or image that people admire or love	"FreshenGlow leaves clothes fresh as a mountain breeze."
Glittering Generalities	using important-sounding but unspecific claims about a product, candidate, or cause	"Liam Snell has the right stuff. Vote Snell for Treasurer."