

# Unleash the Power of Emotions



## Ethos, Pathos and Logos

According to Aristotle, you need three elements to persuade your audience:

1. Ethos (ethics) makes people trust you.
2. Pathos (emotions) appeals to their better nature.
3. Logos (logic) offers them necessary proof to make up their minds.

If people are turning up for your presentation, you already have ethos covered.

No presentation is ever complete without incorporating logos. When you state your ideas, you're required to provide statistics or otherwise support your claims.

However, logical reasoning, data, and facts are simply not enough. Presentations that make data their focus tend to rapidly lose their audience's engagement.

But why is this the case? It would stand to reason that if you list every single benefit of your brand or product, your audience should be convinced, right? Wrong.

Scientific studies have demonstrated that pathos wins hands down when it comes to decision-making, not logos.

## How do Emotions Influence People?

- Emotions help your audience remember your content. If you pepper your presentation with emotional hooks, your audience is more likely

to retain your core message, undertake your call to action, and/or follow your roadmap.

- Emotional cues (in the form of visuals, storytelling, or analogies) distract your audience from the fact that you are trying to sell them something.
- Emotions prime your audience to listen to and accept your argument.

## Appealing to Emotions

Want to capture your audience's attention? Use your slides to trigger the right emotions at the right time.

1. Focus on their pain points by using emotions like fear, anger, jealousy, or sadness. Before you emphasize your points with facts, remind them of the solution. Get their attention, and convert these negatives into positive ones. Give them hope, relief, or confidence. Then they'll be more inclined to take action. This can be achieved to great affect through images.
2. Surprise your audience with new facts or remind them of forgotten ones. Make them curious about your idea, and hook them in. As you open their minds to your way of doing things, they'll be inspired to follow suit.

Also, your call-to-action should play on their anxiety, which will entice them to participate in this new process. Whilst this may seem manipulative, almost all advertisements you are currently exposed to employ this exact formula.