

Evidence and Logic

Reasoning is a powerful tool for the mind, but strong, concrete evidence should be the cornerstone of a logical speech. Evidence not only makes an argument ring true in persuasive situations, but it also substantially enhances your credibility. There are four major types of evidence: testimony, statistics, analogies, and examples. You will strengthen your position when you use elements of all four forms, rather than depending on only one. When you provide proof in this manner, you remove doubts that may linger in your audience's mind.

Testimony

Your audience wants to know what the experts say about you or your topic. Testimony is the judgment or opinions of others considered experts in the particular field or area of interest. A testimony can be a quote, an interview, or an endorsement from a credible person. It can be implied with someone's presence (attending your event), picture (on your product), or signature (on your product).

Statistics

Statistics are numerical proofs of your claims. For example, "this demographic uses . . ." or "4 out of 5 dentists recommend . . ." Using graphs and charts make statistics more memorable and leave a greater impression on the listener.

Some people are suspicious of statistical proof; make sure your statistics are credible and sound. Know where you got them and who did the research. People know you can arrange statistics to say just about anything. Use statistics sparingly and only in conjunction with other forms of evidence. Besides, a roll of statistics can be very boring.

Analogies

Analogies have a great impact in the mind of the receiver. Analogies allow you to present a new and foreign idea and compare it with something similar that your prospects can relate to in their own lives. Analogies can also give us a new perspective on an old concept. We have all heard the analogy, "Fish and visitors start to smell in three days." What an easy way to get your point across! In eight simple words, you are able to paint a picture you could never have explained in 100 words.

Examples

Examples can really make your evidence come alive. We love to relate to examples that bridge the gap between logic and our personal lives. Your prospects understand examples at a deeper level because they are based on common experiences and interpretations of meaning. Examples can be real or hypothetical and can include quotations, personal accounts, physical evidence, empirical studies, or published reports.