

## Logical Mind Verses Emotional Heart

Dale Carnegie once said, “When dealing with people, remember you are not dealing with creatures of logic, but with creatures of emotion, creatures bristling with prejudice and motivated by pride and vanity.” In persuasion, your message has to focus on emotions, all the while maintaining a balance between logic and feelings. Logic and emotion are the two elements that make for perfect persuasion. We can be persuaded using only logic or only emotion, but the effect will be short-term and unbalanced.

Emotions create movement and action. They give us energy during the presentation and get us to act on the proposal being presented to us. The challenge with relying exclusively on emotion to persuade your prospect is that after she has left the persuasive situation, her emotions fade, leaving her with nothing concrete to fall back on. Logic plays the role of creating a foundation for emotion. This balance between logic and emotion could be called the twin engines of persuasion. Master Persuaders know that each audience and individual has a different balance between logic and emotion. Your analytical type personalities need more logic than emotion. Your amiable personalities require more emotion and less logic. Always remember, you have to have both elements present in your message, regardless of the personality types listening.

In most persuasive situations, people react based on emotions then justify their actions with logic and fact. A message that is completely emotionally based will often set off alarm bells on the logical side. On the other hand, a logical message with no appeal to emotion doesn't create a strong enough response in the audience. A Master Persuader will create a proper balance between logic and emotion in order to create the perfect persuasive message.

We are persuaded by reason, but we are moved by emotion. Several studies conclude up to 90% of the decisions we make are based on emotion. We use logic to justify our actions to ourselves and others. Take note that emotion will always win over logic and that imagination will always win over reality. Think about talking to children in regards to their fear of the dark, or to someone about their phobia of snakes. You know it is useless to use logic to persuade them that their thoughts and actions don't make sense. They are still convinced that there is a problem.

This emotional pattern can also be seen in the way we buy and even in the way we are convinced of something. Our heads see the numbers and tell us to stick with a car that's more modestly priced, while our hearts see the gleaming sports car, telling us to go home with a Jaguar. Our heads tell us it's ridiculous to buy another pair of shoes since we already have fourteen pairs. We may even realize that no one is going to notice or care about the new shoes as much as we will. But our hearts win out, thinking of all the stunning new outfits these shoes will go with, and we go home with the new shoebox tucked under our arms. Our heads tell us not to believe everything we hear, that politicians are a bunch of liars, but our hearts are won over by their impassioned speeches.

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