

Logical Mind vs. Emotional Instinct

One of the biggest challenges we face is that we think, and our audience thinks, we are logical creatures. But most of the time, we don't know why we do what we do. In fact, up to 95 percent of persuasion and influence involves a subconscious trigger. This tendency means that inclinations like "It just feels right," "I trust this person," or "I don't like this person" are all based on subconscious emotional reactions. This 95 percent of thought and emotional knowledge occurs in the unconscious mind, without our awareness. What's more, our conscious awareness of reality is the result of the neurons in our brain processing all the information around us in unconscious ways.

What are some of your subconscious triggers?

- A smell that brings up a childhood memory.
- Music that increases your adrenaline level.
- Something that disgusts you without your knowing why.
- A color that makes you hungry.
- A word that makes you tense.
- Liking someone you have just met for not apparent reason.
- Certain words, phrases, or gestures that subconsciously make you uneasy.
- The tone of someone's voice that is an instant turn-on (or turn-off).

The truth is, there is a little bit of both sides—logic and emotion—in all of us. We may be more dominant on one side of the fence than the other, but they are both there. Top persuaders know optimal persuasion appeals to both logic and instinct. For the overwhelming majority of people, emotion is the more powerful motivator, but across the board, the logic component is still critical. Why? Because after the emotional energy of the moment fades, your audience needs something concrete (logic) to fall back on. The elation of the moment is temporary and does you little effect in the long run. The logical component of your approach gives you a way to sustain the momentum long after the persuasive encounter has passed. Emotion inspires us to take action, but logic then justifies those actions.

So how does this concept tie into the conscious versus the subconscious path to persuasion? For most people, the emotional side has the strongest pull. Even the most analytical and intellectual among us have the emotional pendulum that can swing just far enough to sway us. Great persuaders integrate both sides of the equation to best serve the personality type at hand. How do they do this? The Persuasion Institute sought out and researched the input of top persuaders to discover how they achieved this balance and what resources they used. We found that successful persuaders made regular use of the all of the following (regardless of their logic vs. emotional orientation) when attempting to persuade others:

Emotional	Logical
Testimonials	Evidence
Stories	Statistics
Analogies	Studies
Pictures	Graphs
Metaphors	Charts