

Fact Persuasion Techniques

Emphasize Facts	De-emphasize Facts
First or Last	Bury in the Middle
Group by Inference	Scatter
Detailed	Summary
Short Sentence	Long Sentence
Independent Clause	Dependent Clause
Active Voice	Passive Voice
Repetition	Omit or One-Shot
Emotional Language	Clinical Language
Vivid Descriptions	General Descriptions
Personalize	Depersonalize