**Common Persuasive Techniques**

**Bandwagon**

You are urged to do or believe something because everyone else does.

*Be where the action is. Shop at Hang-out Mall.*

**Testimonial**

Famous people endorse a product or idea.

*I'm professional football player Marcus Browning, and I use Wash Out window cleaner.*

**Emotional Appeal**

Words or images that appeal to the audience's emotions are used. The appeal may be to positive emotions, such as desire for success, or to negative ones, such as fear.

*What would you do if all your possessions were lost in a fire? Get the Save-All fireproof safe and protect your valuables.*

**Plain Folks**

Ordinary people sell a message. You are to believe that because these people are like you, they can be trusted.

*As a construction worker, I often get headaches on the job. That's why I use PainAway aspirin.*

**Snob Appeal**

This technique suggests that you can be like the expensively dressed, perfectly shaped people who use this product.

*I accept only the best, and that's why I buy Aloft perfume.*

**Expert Opinion**

They use experts such as doctors, dentists, engineers, fitness trainers to say that they recommend this product.

*Studies show that 4 out of 5 doctors prescribe Bayer aspirin.*

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