

The Irresistible Charm of Persuasion

“How quick come the reasons for approving what we like.”

-- Jane Austen, *Persuasion*

The practice of persuasion is how you get your target audience dancing...not just standing on the sidelines watching the band play. I will share 3 powerful persuasion techniques today that will charm your audience into buying from you and not your competitors.

Promoting comes from proper persuasion. And with proper persuasion...profits will grow.

The arts move our emotions and therefore, our lifestyles to grow. With art, we grow because we're inspired. A charming persuasion can be applied with art collectors.

Collectors see the richness in the world...they're not just walking through life on autopilot or under some sleep-like curse. Collectors are craving more, creating more and collecting more...keeping their senses alert.

Now persuade them to you with irresistible charm.

Let me share a wedding story with you, set in Calgary many moons ago.

It was an outdoor wedding in a beautiful garden park with a gazebo and a fountain. Flowers were in bloom everywhere. The sun was shining. There was a light breeze and low humidity on that lovely day in June.

Linda was the bride. She looked like a princess in a traditional, long white gown. She held pink and white asiatic lilies. The groom, John, looked like a prince in a black tie tuxedo. They made a beautiful couple.

They were carried away by a horse and carriage just like in a fairy tale. The reception was held in an Art Gallery converted from a factory. It was very cool. While the waiters brought out horderves, people mingled, admiring the contemporary artwork displayed on the walls.

The band was setting up in the largest area of the Gallery under some steel beams. Linda and John were cutting the chocolate cake with white frosting. They gracefully twirled arms and fed each other a delicious bite of cake.

The band began to play. The bride and groom walked towards the band area and the guests followed.

Everyone stood in a circle of the perimeter of the room...*listening* to the music.

“Welcome Mr. & Mrs. Hollaway for their first dance as husband and wife.” The band leader spoke.

Linda and John shyly entered center stage and met each other’s embrace. They danced sweetly to the love song with a waltz-like tempo.

After the songs completion, they walked back to the perimeter of the circle of people. The next song began and people maintained their position... standing on the side lines. I looked around thinking a couple would go out and start dancing. But nobody did. I was flying solo so I didn’t want to go out and dance alone. What to do?

Linda looked a little awkward and expectant. So I made my way across the room, reached my hands to the bride and groom to persuade them back out onto the dance floor.

I got a big smile and headbow from Linda and John. They began to dance again. The gentle hand pull worked with them so I surveyed the audience to find the next willing contestants.

The first couple I passed had “no thanks' ' written in their eyes but the second couple was smiling bashfully and leaning in a little...my next contestants. Now there were four on the dance floor.

Eventually, the whole wedding party was celebrating, dancing and singing with the band.

People know what they want...they just need encouragement. They need communication and they need the fine art of persuasion.

Get them dancing...

Here are 3 Techniques for the Charming Power of Persuasion:

1. Understand that your clients speak a unique language and then speak to them in that language. I don't just mean English, French or Spanish. I mean using certain, key phrases that they use...speak their language of love.
2. Build a strong rapport with your client through positive customer service. Once they have a favorable deal with you, then loyalty will grow and they'll want to buy from you again.
3. Personal connections are very persuasive because they build trust and likability. Personal connections take the fear out of doing business with you. Instead you create a secure bond and comfort level.

Invest with the charm of persuasion...the return on your investment will have you dancing too.

Understand your clients unique language, build a strong rapport and make personal connections. These 3 charming techniques of persuasion will build a loyal following of clients and customers for you. Enjoy the rewards ;)

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