

Convince Them In 90 Seconds Or Less

"Boothman is Dale Carnegie for a rushed era."

—John Tierney, *THE NEW YORK TIMES*

Convince Them *in* 90 Seconds*

**or less*



Make Instant Connections That
Pay Off in Business and in Life

- Strengthen Communication
- Inspire Cooperation
- Sell More Effectively
- Maximize Every Business Opportunity

by
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author of *How to Make People
Like You in 90 Seconds or Less*

Convince them in 90 seconds or less—this is the challenge many of us face in various aspects of life, whether in business presentations, sales pitches, or casual conversations. The ability to persuade someone quickly can open doors and create opportunities that would otherwise remain closed. In today's fast-paced world, where attention spans are dwindling, mastering the art of brief yet effective persuasion is vital. This article delves into strategies, techniques, and examples that can help you craft compelling messages in under 90 seconds.

Understanding the Importance of Conciseness

Convincing someone in a short span requires clarity, focus, and purpose. Here are some key reasons why being concise is essential:

1. **Attention Span:** Research shows that the average human attention span has decreased significantly, making it crucial to capture interest quickly.
2. **Information Overload:** In an age of constant information bombardment, people are less likely to engage with lengthy arguments.
3. **Decision Fatigue:** Providing too many options or arguments can overwhelm your audience, leading to indecision.
4. **Memorability:** Short, impactful messages are easier to remember than lengthy discussions.

The Components of a Persuasive Message

To convince someone effectively in 90 seconds or less, your message should include several critical components:

1. Hook Your Audience

The first few seconds are crucial. You need to grab your audience's attention immediately. Here's how:

- **Start with a Question:** Engaging your audience with a thought-provoking question makes them think and piques their interest.
- **Use a Statistic:** A surprising fact or statistic can jolt your audience and make them curious about your message.
- **Tell a Short Story:** A quick anecdote or personal experience can humanize your message and create an emotional connection.

2. Clearly State Your Purpose

After capturing attention, you need to articulate what you want to convey succinctly. Consider these points:

- **Be Direct:** Avoid fluff; get straight to your main point.
- **Use Simple Language:** Jargon can alienate your audience. Keep it straightforward and accessible.
- **Focus on Benefits:** Highlight what's in it for them. People are more likely to be persuaded if they see a clear benefit.

3. Provide Supporting Evidence

After stating your purpose, back it up with evidence. This could include:

- **Statistics:** Concrete numbers can add weight to your argument.

- Testimonials: Quotes or endorsements from credible sources can enhance your message.
- Examples: Brief case studies or scenarios can illustrate your point effectively.

4. Include a Call to Action

Every persuasive message should culminate in a clear call to action. Here's how to make it effective:

- Be Specific: Clearly state what you want your audience to do next.
- Create Urgency: A sense of urgency can prompt quicker responses.
- Make It Easy: Ensure that the action you're asking for is straightforward and achievable.

Strategies for Effective Communication

To successfully convince someone in 90 seconds, consider implementing the following strategies:

1. Practice Active Listening

Understanding your audience is key to persuasion. Here are ways to practice active listening:

- Focus on the Speaker: Give them your undivided attention.
- Ask Clarifying Questions: This shows you care about their perspective and can help tailor your message.
- Summarize Their Points: Reflecting on what they've said can build rapport and trust.

2. Use Body Language Wisely

Non-verbal cues can significantly enhance your message. Pay attention to:

- Eye Contact: Establishing eye contact can create a sense of connection.
- Gestures: Use hand gestures to emphasize points but avoid overdoing it.
- Posture: Stand or sit up straight to convey confidence and authority.

3. Tailor Your Message to Your Audience

Understanding your audience's values, needs, and preferences is crucial for effective persuasion:

- Research Your Audience: Know their interests, demographics, and potential objections.
- Adjust Your Tone: The tone should match the audience—formal for business settings and casual for friendly conversations.
- Use Relevant Examples: Providing examples that resonate with your audience can make your message more relatable.

Examples of Effective 90-Second Pitches

To illustrate how to convince someone effectively, let's look at a couple of examples:

Example 1: Business Pitch

Imagine you're pitching a new software solution to a potential client:

- Hook: "Did you know that 60% of businesses struggle with managing their projects efficiently?"
- Purpose: "Our software can streamline project management and boost productivity."
- Evidence: "In fact, companies using our solution report a 30% increase in project completion rates."
- Call to Action: "Can we schedule a demo next week to show you how it works?"

Example 2: Advocacy Speech

Suppose you're advocating for a community initiative:

- Hook: "What if I told you that investing in green spaces can increase local property values by up to 15%?"
- Purpose: "We're proposing a community park that will benefit our neighborhood economically and socially."
- Evidence: "Cities with more parks see lower crime rates and higher community engagement."
- Call to Action: "Join us for a town hall meeting next Tuesday to discuss this initiative further."

Overcoming Objections

When trying to convince someone, it's common to face objections. Here are strategies to handle them effectively:

1. Acknowledge Concerns

- Listen: Allow the person to express their concerns fully.
- Validate: Acknowledge that their concerns are legitimate and worth considering.

2. Provide Reassurance

- Counter with Evidence: Offer data or testimonials that address their concerns.
- Share Similar Experiences: Relate stories of others who had similar objections but found value in your proposal.

3. Remain Calm and Respectful

- Stay Composed: No matter the objection, maintain your composure.
- Respect Differences: Understand that not everyone will agree with you, and that's okay.

Final Thoughts

Mastering the art of persuasion in under 90 seconds can significantly impact your personal and professional life. By employing a clear structure, understanding your audience, and practicing effective communication techniques, you can enhance your ability to convince others quickly. Remember, the goal is not just to speak but to connect, engage, and inspire action. With practice and patience, anyone can become adept at persuading others within a short time frame. Embrace the challenge, and take your communication skills to the next level!

Frequently Asked Questions

What is the main goal of convincing someone in 90 seconds or less?

The main goal is to communicate your point clearly and effectively, grabbing attention quickly and persuading the listener to agree or take action.

What are key elements to include in a 90-second pitch?

Key elements include a strong hook, clear value proposition, supporting evidence, and a compelling call to action.

How can storytelling enhance a 90-second pitch?

Storytelling engages emotions and makes your message more relatable, helping to capture and retain the listener's attention.

What should you avoid when trying to convince someone quickly?

Avoid jargon, lengthy explanations, and unnecessary details that could dilute your message and lose the listener's interest.

How important is body language in a 90-second pitch?

Body language is crucial; it conveys confidence and enthusiasm, reinforcing your verbal message.

What role does preparation play in a short convincing pitch?

Preparation is essential as it allows you to organize your thoughts, anticipate questions, and deliver your message smoothly.

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Master the art of persuasion with our tips to convince them in 90 seconds or less. Unlock effective strategies that get results. Learn more now!

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