

The Power of Meet and Move



Meet and Move is my philosophy and technique of persuasion. Persuasion is the act of influencing another person's attitude and behavior through reasoning. It is essential to understand the other person's beliefs, intentions, and motivations to accomplish this. In short, know your reader. See *The Power of Distinguishing Communication Styles*.

The purpose of persuasion is to convince – you may want to convince your reader to act or to think, or both. The reasoning approach to influence is related more to a nonfiction writer. I argue there is a place for reasoning in fiction. Now, how do I go

about convincing you of that?

Before you can effectively persuade a reader, you need to understand their aims and interests. Further, you need to consider their attitudes, knowledge, and level of interpersonal skills. Meeting others in their thought process helps you navigate through the communication maze. Suggest ideas but be prepared for them to say "No." Many times "no" means you haven't communicated effectively to reach a shared level of understanding.

Don't take resistance personally. If a reader, reviewer, or editor resists your idea, they are not rejecting you personally. Use your character's dialogue to ask questions and make statements that will help bring the surface concerns. Compromises are positive alternatives that can achieve greater benefit for all concerned. The goal is still win-win and to produce the best product possible.

Be sure you communicate your reasoning clearly and succinctly. Appeal to the other person's logic, emotion, and/or authority. The greater your ability to apply the communication styles to your characters, the higher the probability you will persuade your readers.

Be on the alert for potential communication barriers. Always focus on your readers. What's in it for them? Identify the characters' position and status. Express their feelings and prejudices.

Use dialogue to:

Convince the reader. - *Jamie, writing is a challenge and requires concentration.* The word "is" makes the statement seem factual and consequently more convincing.

Shock the reader - *Alexis, the traditional publisher is becoming extinct. A writer can publish their work using electronic self-publishing software.* Include details to get their attention.

Open mind: *Jordan, I realize you are not quite ready to accept my position on this issue. Please contemplate it and see if you can appreciate any benefits that might result.*

Empathize with Your Reader: *Chris, I want to understand your point-of-view. I promise to actively listen if you are willing to share your reasoning with me.*

Logic vs. emotion: *Dallas, I understand this is an emotional issue for you. Suppose you are willing to look at the facts of this matter objectively. I'd be interested in your thoughts.*

Suggest alternatives: *Sam, perhaps this cover design is a bit extreme for you. Let's brainstorm some alternative ideas and see if we can come closer to a cover design that is the best for your subject matter.*

Many times it is not what we communicate it's the way we communicate it.

To persuade your reader, meet them where they are and then move them to where you want them to be.

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