

# The 3 People Who Persuade You

The creator of Gilligan's Island, Sherwood Schwartz, was asked why the theme song started every episode.

He said it was there "Because the confused do not laugh." He knew the only way the show made sense with seven random people shipwrecked on an island was if the audience understood the context. The minute-long opening song did that and framed the start of each episode.



Framing matters when you give a presentation, speech, or pitch. Especially at the beginning because just like the confused don't laugh, the confused are not persuaded.

One way to frame a persuasive speech is to use a concept from the copywriter Will Green, "There are **three people who persuade you—the Expert, the Convert, or the Friend.**"

When planning your speech, do you want to present as The Expert, The Convert, or The Friend?



## The Expert

This frame is about persuading an audience with an appeal to logic. The speaker quotes facts and statistics or shares expertise. The foundation of the presentation is the speaker's expert status.

Your tone and pacing with an expert frame are often more factual and less passionate.



## The Convert

The convert takes a different approach. The foundation for the Convert framing is the personal story or journey. It follows the "I used to think this, and here's why I changed" pattern. It's a personal journey. Just like a religious conversion, this framing is more dramatic and intimate. It is an appeal to the emotions and the story. The goal is to have the audience see themselves in the story and realize they could change.

Your tone and pacing in a Convert frame is more passionate, with more vocal variety when you speak.



## The Friend

The friend approach is a more causal foundation built on established trust with the audience. The speaker appeals to their past history and trustworthiness.

It is more of a relaxed discussion one would have over a cup of coffee. The speaker still shares persuasive stories and facts, but the foundation is personal trust.

Your tone and verbal pace is more casual, friendly, and approachable.

## The Bottom Line

The next time you have a speech or presentation, think about how you will frame your talk. Will it be the Expert focused on facts and logic, the Convert where you persuade with a story and personal journey, or the casual framing of the Friend?