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Most Important Word in Persuasion?

Following up on [our series of shareholder engagement blogs](#), maybe you've been doing great during your shareholder engagement efforts. Maybe not. Either way, you can always improve, right? Our firm's communications pro - Karen Lisko - says that the most important word in persuasion is the term "you." Not "we" or "I." What persuades us is being told how much something affects us. By using the term "you," you are bringing that message home to them. Ears perk up. Count how many times you use the word "you" in your next persuasive communication. You might be surprised. And you want to use the term "you" as early as you can in the dialogue. Grab their attention that way. Then keep using the term - if you can - to keep them engaged during the engagement. Remember to use "you" in the singular. Don't say "as many of you" or "some of you." You need to keep making it feel like you're having a one-on-one conversation with each person in your audience. By broadening the term, you make the listener feel like you see him or her as a glut of people.

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