AI for Persuasion and Strategic Communication

A practical playbook for messages that earn attention, trust and action

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Access. Advocacy. Advantage.

About this book

This book explains how professionals can use artificial intelligence to understand their audience more deeply, organise a persuasive message and develop narratives that lead to meaningful action. It treats AI as a partner in research, thinking, testing and improvement, rather than a machine for producing finished copy.

AI speeds up the work, while judgement, responsibility and the final choice remain human. Strong results depend on a clear objective, relevant context, real evidence and careful editing.

Who it is for

• Entrepreneurs who want to explain their value clearly.

• Executives and managers who need to earn trust and agreement.

• Professionals in communications, sales, marketing, public affairs and business development.

• Consultants and content creators who want a repeatable method rather than isolated prompts.

How to use it

Read each chapter with a real project in mind. Complete the exercises using your own information and use the prompts as starting points. Ask for alternatives, examine assumptions and retain only claims you can defend publicly.

The basic rule

Give AI an audience, objective, context, evidence, constraints, desired action and quality criteria. A request to “write something powerful” is not a sufficient brief.

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Each chapter can be used independently. The greatest value comes from applying the full sequence: understand, distinguish, design, compose, test and improve.

1 The art of persuasion

Persuasion is an organised process that helps someone understand an issue, assess the value of an option, develop sufficient trust and decide. A persuasive message reduces uncertainty and promises only what the evidence can support.

From need to action

• Need: “Does this really concern me?” Recognise the specific problem.

• Value: “What do I gain or avoid?” Connect the solution to a measurable benefit.

• Trust: “Why should I believe you?” Show evidence, the process and its limits.

• Desire: “Can I picture the result?” Make the improvement concrete.

• Action: “What exactly do I do now?” Offer a clear next step with little friction.

Five levers of credible persuasion

1. Relevance: describe the problem as the audience experiences it.

2. Clarity: keep one central idea in each message. Too much information can suggest uncertainty.

3. Evidence: use facts, processes, experience, examples and sound causal reasoning.

4. Risk reduction: explain what happens, who is responsible, the limits and how progress is checked.

5. A clear action: ask for one specific step, with a time frame or follow-up mechanism.

AI as a critical challenger

Writing is not always AI’s most useful contribution. It can simulate a sceptical customer, finance director, journalist, regulator or board member and expose gaps before a real meeting. These simulations are preparation, not evidence of what real people believe.

Putting persuasion into practice

Working prompt

Act as a sceptical [role]. Evaluate the message below. Identify the seven strongest objections, the evidence you would need to believe the claim, and the question most likely to stop an agreement. Do not rewrite the message yet. Message: [text].

A MASO example

Weak wording: “We provide comprehensive Public Affairs services.” This does not identify the audience, the problem or the change the service creates.

A more persuasive version: “We help management teams affected by government and regulatory decisions understand changes early, develop an evidence-based position and engage the appropriate institutional stakeholders while there is still an opportunity to influence the outcome.”

Exercise

Write one sentence about your service in this order: whom you help, the critical situation they face, the progress you enable, and the consequence or deadline that makes it timely.