**How do I appeal to an audience?**

**Personal Appeal (Ethos)**

* Appeals to your credibility and believability
* Your listeners will listen, because they trust you
* How to make a personal appeal:
  + Be honest and sincere: an audience will know if you mean what you say
  + Show competency: show that you are capable; you can get the job done

**Emotional Appeal (Pathos)**

* Appeals to people’s feelings of love, anger, disgust, fear, compassion, patriotism, etc.
* How to make an emotional appeal:
  + Give stories about people that have gone through the experience
  + Make the audience picture themselves in the situation

**Logical Appeal (Logos)**

* You appeal to the intellect of your audience by offering a clearly defined speech that contains solid reasoning and valid evidence
* How to make a logical appeal:
  + Be organized—have a well-planned speech and keep your notes in order
  + Offer proof— give proof (statistics, facts, and quotes from reliable sources)