PERSUASION POWER CHECKER

Asset e.g. Medical deck, email sequence, website, edetail, KOL video	Logic and evidence Logos score out of 5	Credibility and trust Ethos score out of 5	Emotional connection Pathos score out of 5
Total score			
Divide this score by the number of assets to get a mean value			

Instructions

- List all your assets. Use a different sheet for each audience
- Mark each asset out of 5, where 5 is 'couldn't be any better' and 1 is absence. Don't overthink it. Trust your gut feeling. Work quickly.
- Total the scores across the portfolio of assets and divide by the number of assets to get an idea of gaps and opportunities to be more persuasive.

Use insight from the scores to brief the next iteration of these assets, or future assets. Average scores under three for the portfolio should prompt reflection. Scores under 3 for an individual asset may be fine if appropriate for the asset e.g. A medical deck should be a 5 for logic and evidence, but may be 2-3 for emotional connection. A brand ad should be very high on all pillars.

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