**Persuasive conversations structure**

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| **Conversation stage** | **Key points** | **Example wording** | **Notes on conversations**  Use this to record notes on the conversations you have. Make sure any names and contact details are gathered separately in a GDPR compliant way. |
| Introduction | Introduce yourself and what you are doing.  Say you are a volunteer  Be honest  End with a question | *Example: Hi, my name is XXX and I am a volunteer with Friends of the Earth We are here to listen to the local community with regards your hopes and aspirations for the future of the town and about……What do you love about living here?* |  |
| Listen and Relate | Ask open questions (questions that don’t have yes/no answers)  Explore their motivations  Listen more than you talk: 70/30  Demonstrate active listening - repeat what people say, take notes  Offer and connect your own story  Referring to your connections, bridge (connect) back to your issue/purpose  Pro tip:  If faced with a ‘difficult’ question or something you feel you don’t know the answer to you could say:  *“I’m not an expert in that, but give me your contact details and we’ll get the answer for you”* | *Examples could be:*  *What is it you love about living here?*  *What would you say are the most important things in your life?*  *What are your hopes for the future of the town?*  *Then move onto exploring campaign specific understanding and views.*  *Have you made up your mind abou....?*  *How would.......effect you?*  *Is there anything that would make you change your mind in the future?*  *Are you concerned about any element of what's being proposed?* |  |
| Agitate and Inspire | Tell the story of your cause: Problem > Solution > Plan to win > Ways to help > Urgency  Reference and relate it to their motivations & your commonality  Pro tip:  People like to meet like minded people |  |  |
| Make an Ask | Never apologise or say thank you  Be specific  Ask in concise, plain, and specific language. | *Example: “Can you come to our team meeting next Tuesday at 7pm (here is the zoom link) is there a way I can e-mail it through to you too?”*  Ideas for asks  **To shift someone who is ‘neutral’ to a ‘passive support:**  ·  *Will you write to.....*  *Could you do some research on this and share back what you find out?*  *Could you share our petition with others you know?*  **To shift someone who is in the ‘passive support’ category to the ‘active support’ category:**  ·  *Will you join us at our next meeting*  *· Will you get involved in local activity*  *· Could you write to the paper (help available)?*  *· Will you join the WhatsApp group for the campaign?* |  |
| Follow up | Always follow up – and agree how and when | *How are you gathering peoples contact details? Make sure you have one of your sign up sheets with you- can be found here* [*https://groups.friendsoftheearth.uk/resources/recruit-new-people-your-group*](https://groups.friendsoftheearth.uk/resources/recruit-new-people-your-group) |  |