

Praise For *Winning Through the Art of Words* . . .



“As a trial lawyer, the key to effective public speaking is to be disciplined—in what you say and how you say it—without appearing disciplined or scripted. I’ve worked with Mark Clemente, and I’ve seen how his AIMS approach and simple planning techniques help speakers get their point across clearly, and with a sense of style. Clemente’s methods work!”

—**Andrew G. Celli, Jr.**

Senior Partner

Emery Celli Brinckerhoff & Abady LLP



“In *Winning Through the Art of Words*, Mark Clemente has distilled the wisdom of the ages into a pithy and practical guide to self-marketing, a priceless skill at a time when winning the battle in interpersonal communications is a matter of survival! Whether it’s a job interview, sales meeting or presentation, Clemente develops a winning formula for approaching these opportunities with clarity and confidence . . . something that surely will help the reader tilt the odds more in their favor for achieving success.”

—**Aaron Biller**

President, Biller Communications



“Effective communication is at the heart of all successful human endeavors. Too often we forget that. Mark Clemente’s insights on interpersonal communication deliver indispensable strategies for anyone seeking to gain greater command of language in order to grow personally or professionally. The author does an effective job of taking time-honored philosophies and making them accessible and applicable in any and all communication situations.”

—**Richard M. Chin, M.D., O.M.D.**

Author of The Energy Within

and Founder of the Asian-American Research Institute



“For business professionals—especially those in marketing and sales—the communication strategies Mark Clemente sets forth in *Winning Through the Art of Words* are usable in virtually any situation. If you’re writing promotional copy, making a new-business presentation, or formulating the overall positioning and messaging strategy for your company, the guidance in this book will help you get the results you want. Highly recommended!”

—**Lori Sperber**

President, Gateway Creative Group

WINNING THROUGH THE ART *of* WORDS

MARK CLEMENTE'S GUIDE
TO INTERPERSONAL INFLUENCE
TO SELL YOURSELF . . . OR ANYTHING!

MARK N. CLEMENTE



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AIMS

Audience Analysis

The first component of the AIMS model represents the foundational phase of developing persuasive communication: audience analysis.

A speaker can't persuade an audience (one or more people) unless the speaker first understands the audience's basic personality and composition. By researching your listeners' background—and, to the extent possible, their hopes, fears, needs, goals, and aspirations—the speaker can spot *available means of persuasion* and begin forging his or her communication strategy.

In business, we're certainly all aware of the importance of doing our homework on a prospective new customer or employer by visiting the company's web site, researching public pronouncements (e.g., corporate news releases), and by doing article-searches. But in preparing to apply the AIMS model of interpersonal influence, your research must *also be focused on the individual* with whom you'll be interacting. It's your job to construct a practical and psychological profile of that person—again to the degree possible. You must find out who they are and what they're thinking about you and the specific situation at hand.

The classical rhetoricians approached audience analysis by asking themselves three basic questions:

1. Who is my audience and how would I characterize their basic make-up and composition?
2. What are their feelings about my topic?
3. How do they feel about me (or the group I represent)?

An Aristotle Quote to Note

“Of the three elements of speech-making—speaker, subject, and audience—it is the third one, the addressee or hearer, that is most important, for it is the audience that ultimately determines the goal and object of the speech.”

Professionals in the marketing business engage in detailed audience analysis to characterize audience composition and consumer behavior as they profile the groups for whom products and advertising are developed. In fact, understanding the audience characteristics studied by market researchers gives you a starting point in developing the questions you need to ask in order to characterize an individual's or group's “personality.” Specifically, market researchers look at audiences from three basic perspectives:

- **Demographics** – what is the audience/listener like in terms of their age, income, sex, religion, nationality, family, or combinations thereof?
- **Psychographics** – what are the audience members like in terms of their activities, interests, and opinions . . . in a word, their lifestyles? Psychographics is particularly important in that it's focused on people's attitudes and beliefs. Psychographics probe the thinking and views of an audience from multiple, psychology-oriented perspectives.
- **Geography** – where do the audience members live? And how does where they live determine their views on certain issues or the products they use and the brands they buy? (For example, people who live in wealthy

“Audience Analysis” (Business Meeting) Worksheet

*(Chart all information on your listener/audience
obtained through your advance research)*

Name: _____ Title: _____

Company: _____ Office location: _____

Management responsibilities (i.e., number of staff under management; decision-making authority):

Past positions (company/title/responsibilities):

Professional affiliations:

Notable professional accomplishments:
