

Fix-It: Revision Planning Worksheet

15-Minute Revision Guide

Our Scenario: _____

Group Members: _____

Identify the Persuasive Gap

What is missing from our pitch?

Which persuasion concept is missing?

- | | |
|--|--|
| <input type="checkbox"/> Logos (data, evidence, logic) | <input type="checkbox"/> Pathos (emotion, story, human impact) |
| <input type="checkbox"/> Ethos (credibility, trust) | <input type="checkbox"/> Storytelling (origin, passion, purpose) |
| <input type="checkbox"/> Transparency (proof, honesty) | <input type="checkbox"/> Reliability (systems, backup plans) |
| <input type="checkbox"/> AIDA - Attention (hook, problem) | <input type="checkbox"/> AIDA - Interest (build curiosity) |
| <input type="checkbox"/> AIDA - Desire (investor benefit) | <input type="checkbox"/> AIDA - Action (clear ask) |
| <input type="checkbox"/> Using Manipulation (pressure tactics) | |

Plan Your Fix

What specific content will we add to close the gap?

Example: *If missing Logos → add sales numbers, cost comparisons, customer ratings*