

JFK had spoken in a charismatic way, capturing the audience and influencing them to agree with his big plans.

His plans though “a painful national commitment” was cleverly masked by masking the “pain” with “pleasure” symbolised by the Nation’s achievement in how JFK himself condensed the time from 50000 years of human civilisation to a mere 50 years. It should also be highlighted that recent events still fresh in the minds of the audience prior to the speech, namely the achievements of the USSR in 1957 with Sputnik and with Yuri Gagarin in space in 1961 contributed to the success of JFK’s speech. The time of the Cold War was an “US against “Them” mentality. This mentality contributed in part to the success of JFK’s speech.

He highlights a clear plan for the future and doesn’t paint a false “rosey” picture. It’s almost like a no-fluff pitch to the audience, positing harsh truths and using the power of emotion to instil a sense of urgency against the USSR and of excitement at beating the challenges laid out.

References made by JFK about US achievements over the achievements of the USSR resonate well with the audience. JFK successfully wins the audience by quoting the number of US satellites in orbit over those of the USSR, the very same satellites JFK boldly claims helps his country forecast hurricanes and storms “for the people”.

JFKs body language was natural, his speech flowing like a river. Whilst it was a hot and humid day, the people behind him were all wiping the sweat off their heads and waving their hands trying to keep cool, JFK refrained from those actions, completely unfazed by the heat, at the same time making a joke that the heat of the day was similar to that of the heat from a space capsule re-entering earth's atmosphere. Throwing a joke or two helps with audience engagement and getting the audience to agree with a significant national contribution.

When JFK mentions the sentence, “We choose to go to the Moon....” whilst clenching the left lectern and pumping his right fist emphatically spouting the signature line of that speech, the audience is won by the gesture which symbolises the strength of JFK’s leadership, and when a leader makes such powerful affirmations in an emotional way and exuding positive energy, it has the overriding power to get your audience to agree with you, even whilst the “pain” is in plain sight.

JFK being an avid football fan made the comment, “why does Rice play Texas?” which fits in well with Kennedy’s own brand of humour which the audience reacted positively to.

Joe Biden on the other hand would have put the audience to sleep lol.

To dull the pain, JFK made the comparison of more money being spent by US citizens on “everyday” items like cigarettes and cigars per year than on the annual space budget. To the audience, that makes it acceptable for the nation to be spending a large sum of money on a project which has no direct benefit on its citizens, other than “national prestige”.

JFK also paints a clear picture of what and how big the Saturn V rocket will be, “as tall as a 48 story structure”. This allows the audience to absorb (be better engaged and drawn in) and

create a vivid picture of the fact that this grandiose project is very possible and will be achieved in the very near future. It also has the effect of simplifying the technical aspects of the project so that it becomes understandable for the lay people.

JFK selling the idea of greater investment and more jobs helped to win the audience. This is a common play with most heads of state when speaking in front of an audience.

JFK mentioning the transformation of Houston, from an old frontier outpost, to that of a centre of the forefront of Science and Technology helped to increase the audience's pride in where they live (Houston).

How can I adapt JFK's lessons to my attempts at persuasion?

By being "charismatic" in my approach.

By identifying the clear pain points of my prospect and persuading them to take action by laying out the pathway towards reaching a more "pleasurable state".

By visualising my prospect's competition as the USSR of the time and using the copywriting skills learnt I can help to deliver them to a more favourable business position (position of supremacy) over their competitors.

During a Zoom Sales Call, show confidence listening to the prospect's pain points and when delivering solutions to help them reach their dream state.

Be spontaneous when "lightening the mood" with the prospect, to form a mutual business connection with the prospect. Important not to be too serious.

In terms of mindset, show the prospect every option available to achieve their desired business aims. In the same way the Rocket manufacturers mutually benefited from the deals agreed with JFK to build the rockets to send men to the moon, myself as the Digital Marketer is there to help the business gain supremacy in a mutually beneficial business relationship, where both prospect and marketer benefit financially.