

There are three major types of rhetorical appeals that you can use to persuade others. One of them is ethos, the appeal that's based on your credibility as the speaker. Ethos addresses why you're the one that should be talking about the given subject. What makes you the authority on it? Ethos communicates your credibility, which makes your audience more likely to believe what you're saying.

There's more than one way to establish credibility with your audience. Sometimes, credibility comes with a title, such as 'doctor' or 'director'. But a title isn't always necessary for having credibility. You can share your knowledge and experiences relating to the topic, and be authentic in what you say. Establishing credibility builds a foundation so your audience can trust and believe you throughout your communication.

If your audience thinks that you don't know what you're talking about, then they'll have a hard time following what you're saying. They might not believe you, which will make it harder for you to persuade them. Your audience should be able to trust you, as well as whatever information you're giving them.

You can communicate your credibility by informing the audience of your experience and knowledge. Say that you're giving a presentation on marketing strategies. Some of the audience might know who you are, but they might not fully know what your experience is on the matter. Before starting your presentation, you're recommended to explain who you are and why you're the right person to be giving the presentation. You could talk about projects you've worked on, accomplishments, and people you've worked with. The audience will be much more likely to believe what you say if they know you have experience on the subject.

Here's another example. Let's assume that you sell cars, and you have a prospective buyer who's interested in a sports car. Just because you sell cars, this doesn't mean that you're the right one to sell them a sports car. To them, you may carry some level of credibility, but that might not be enough. It would be important to show your buyer that you have experience with sports cars and why you're the right person to sell one. Maybe you were a mechanic, or you raced sports cars at some point. Explaining this to them would demonstrate your credibility.

Without credibility, it's difficult to effectively argue a point, sell something, or pitch an idea. If you lack that credibility, then you'll have a difficult time trying to persuade someone to make a purchase or consider your viewpoint.