

# A Face-to-Face Request Is 34 Times More Successful than an Email

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## Harvard Business Review:

Imagine you need people to donate to a cause you care about. How do you get as many people as possible to donate? You could send an email to 200 of your friends, family members, and acquaintances. Or you could ask a few of the people you encounter in a typical day—face-to-face—to donate. Which method would mobilize more people for your cause?

Despite the reach of email, asking in person is the significantly more effective approach; you need to ask six people in person to equal the power of a 200-recipient email blast. Still, most people tend to think the email ask will be more effective.

In research Mahdi Roghanizad of Western University and I conducted, recently published in the *Journal of Experimental Social Psychology*, we have found that people tend to overestimate the power of their persuasiveness via text-based communication, and underestimate the power of their persuasiveness via face-to-face communication.

Read the whole story: [Harvard Business Review](#)