

Converting vs. Convincing

In order to change
it's not enough to be
convinced:
you have to be
converted.

Convincing addresses the mind
via valid reasoning;
converting appeals to the heart
by positive experience.

Conviction is cool
and rational;
conversion is hot
and passionate.
Conviction entails
a lot of work;
conversion is
more of a gift.

To convince others
we line up
ineluctable arguments;
to convert them
we prepare
gracious encounters.

Conviction overcomes
mental friction;
conversion overturns
emotional aversion.

Convincing requires
stringent proof;
conversion looks for
inspiring example.

The best way--
ironically--
to make people
convinced
is to help them
to be converted.

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