

Five Argument Patterns

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Pattern	What It Sounds Like	Response Strategy
1. Whatabout	"What about the plants?" / "What about the workers?"	Validate concern as real, then return focus to your specific point
2. Perfectionist Trap	"Unless you're 100% perfect, you're a hypocrite"	Name the pattern: "I'm not perfect — but that's not a reason to not try at all"
3. Appeal to Nature	"Animals eat animals" / "It's natural" / "We've always done this"	Agree on the fact, question the conclusion: "True — but is it necessary?"
4. Scale Objection	"One person can't change anything" / "The system is too big"	Shift from scale to story: "One person changed MY mind — that's how it works"
5. Identity Fortress	"That's just not who I am" / "My family has always..."	Don't argue identity. Honor it, find the crack: "I'm not asking you to be different..."

Diagnostic: Always ask "What identity is this person protecting?" The surface objection is about facts. The root objection is about identity.

Concede-and-Redirect formula: "You're right that [genuine concession]. And [redirect that builds on the concession]."