

EFFECTIVE FOCUS: GETTING TO THE CORE OF YOUR MESSAGE.

"Learn to adjust yourself to the conditions you have to endure but make a point of trying to alter or correct conditions so that they are most favorable to you.

– William Frederick Bookr

How often have you sat through a presentation and left thinking it was good or even great, but it had nothing to do with me? It's probably because that presenter didn't really consider you. Most presenters focus on research and content without thinking about their audience. So how can you stand out from the rest?

Discovery Questions

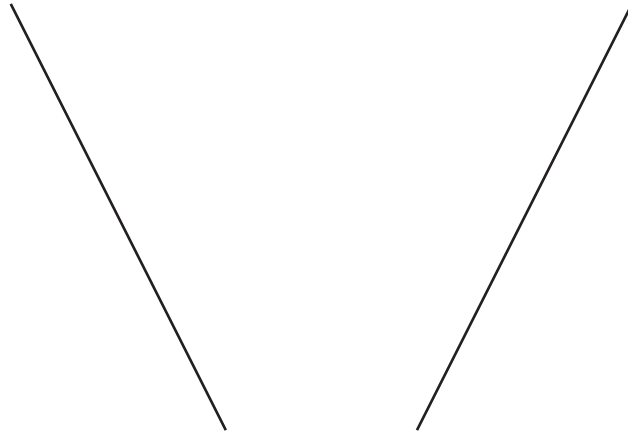
Are you considering your audience?

1. Do you consider your audience when you are planning your presentations?
2. Do you ask yourself WHY the audience wants to be there in the first place?
3. But REALLY, why?

CHOOSE ONE PRACTICE STRATEGY TO DO TODAY

(BREELYN – I need some help building this one out)

1. Ask yourself what the audience is asking themselves: What's in it for me?
 1. Draw a funnel on a sheet of paper (Alice, should we put a pic of the WIFFM here?)



2. Write at the top why your audience wants to listen to you
 3. Ask yourself why?
 4. Write that down?
 5. Repeat steps 2-4 at least 3 times until you get to the core of your message.
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2. (Breelyn – is there another good practice strategy we can use here?)