

# CHAPTER 1A



## USEFUL THINGS TO KNOW ABOUT YOUR AUDIENCE

- How many, and who will be there?
- What are their roles?
- Are there any strong personalities that will need managing?
- What's currently going on in their world – what challenges & stressors are they facing?
- What would be their priorities right now?
- What's their level of knowledge on this subject?
- How do they feel about this issue?
- Do they have any preconceived ideas?
- What are their concerns, fears or doubts about:
  - This topic?
  - Our organisation/our business unit?
  - Me?
- What are their needs & expectations of this meeting/presentation?
- Do I need to cover the high-level, detail or both?
- Do I need to 'sell them on the need' before 'selling them on the solution'?
- Are there any downsides with this issue that can't be changed but should be acknowledged?
- How should it run?
- Should there be interaction/brainstorming?
- How much time do we have / do we need?
- What's the set-up of the room? What equipment will be required?

Brainstorm for your upcoming presentation here:

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## CHAPTER 1B



### Example 1-sentence messages

- 1 It's critical that government better understands red tape, improves how initiatives are selected and evaluated, and critically revises the approach to stakeholder engagement, if it's to effectively and continuously reduce the burden on the economy and unlock significant growth.
- 2 We have deliberately developed an insurance product using the simplest and most reliable measure in the market to make your life, and your client's choice easy, so please use it to broaden your referral base, deepen the conversation with your current clients and grow your business.
- 3 While it's a fairly bleak picture in the short-term with no opportunities left in the traditional market as we've known it, with a creative exploration of these three potential growth markets our significant infrastructure network and investment can be redeployed and given a new lease of life and our customers supported in more relevant and meaningful ways.
- 4 The bottom line is, don't assume that if you remove the copyrighted material you will be out of trouble or that in the worst of the case you will receive a take down notice from the author - the removal of the copyrighted material will not remove the copyright infringement at all and if the author decides to go after you in court you will be in trouble all the same.
- 5 Please don't be a statistic – come and see us so we can together take charge of your superannuation and ensure you have sufficient funds to maintain a comfortable lifestyle throughout your retirement.

# CHAPTER 1C



Your turn:

Action you want them to take or specific thought you want to leave them with:

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Benefit to them if they do take the action or consequence if they don't:

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Massage both answers above into a single sentence final conclusion using conversational language:

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