



# DO YOU UNDERSTAND THE ART OF SEDUCTION?



# STEP IN THEIR SHOES

## #1 'WHO ARE THEY?'

**TRY TO IMAGE WHAT THEIR DAILY LIFE LOOKS LIKE. THIS OFFERS YOU MORE INSIGHT IN THEIR MOTIONS.**



# STEP IN THEIR SHOES

## #2 'WHY ARE THEY AT MY PRESENTATION?'

**ARE THERE ANY WILLING LISTENERS OR ARE THERE BECAUSE IT SHOULD...? IN YOUR PRESENTATION, PUT THE FOCUS ON THE BENEFITS FOR THEM.**



# STEP IN THEIR SHOES

#3 'DO THEY HAVE SLEEPLESS NIGHTS?'

**SHOW UNDERSTANDING AND MAKE CLEAR THAT EVERYONE WORRIES EVERY NOW AND THEN, BUT YOU ARE TO HELP THEM.**



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# STEP IN THEIR SHOES

## #4 'WHAT DO I EXPECT FROM MY AUDIENCE?'

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**WHAT IS THE ROLE OF YOUR PUBLIC IN CARRYING OUT YOUR PLANS?  
MAKE SURE YOU MAKE YOUR ROLE REALLY CLEAR.**



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# STEP IN THEIR SHOES

**#5      'WHAT RESISTANCE CAN YOU EXPECT?'**

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**MAKE SURE THAT YOU RESOLVE AS MANY OBSTACLES THAT  
PREVENT YOUR IDEAS FROM BEING EMBRACED.**



# STEP IN THEIR SHOES

## #6 'HOW DO I GET A MAXIMUM RESULT?'

**GIVE YOUR PUBLIC WHAT THEY NEED! WHAT IS THEIR PREFERRED TIME SCHEDULE AND DO THEY WISH TO RECEIVE ALL WRITTEN DOCUMENTS IN ADVANCE. WHAT ELSE CAN YOU THINK OF TO MAKE THEM UNDERSTAND YOU BETTER?**



- **AND IF YOU HAVE TO PRESENT  
TO AN AUDIENCE THAT YOU  
HAVE NOT MET BEFORE ...**



**THEN DO YOUR HOMEWORK  
WELL AND DO YOUR RESEARCH**





- **BECAUSE ONLY IF YOU REALLY KNOW THEM CAN YOU REALLY AFFECT THEM**

**THIS IS A CONDITION TO BE ABLE TO COMMUNICATE WITH YOUR AUDIENCE AND SHARE STORIES WITH THEM**



Once upon a time...

**IT IS YOUR GOAL TO  
CONVERSATE WITH YOUR  
PUBLIC, TO SHARE A STORY  
WITH THEM**



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# TWO QUESTIONS

WHILE PREPARING, ASK YOURSELF THE FOLLOWING QUESTIONS

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- #1      WHAT DIFFERENCE IN THEIR BEHAVIOR IS IT YOU STRIVE FOR?**
- #2      WHY DO THEY DON'T SHOW THIS BEHAVIOR NOW?**



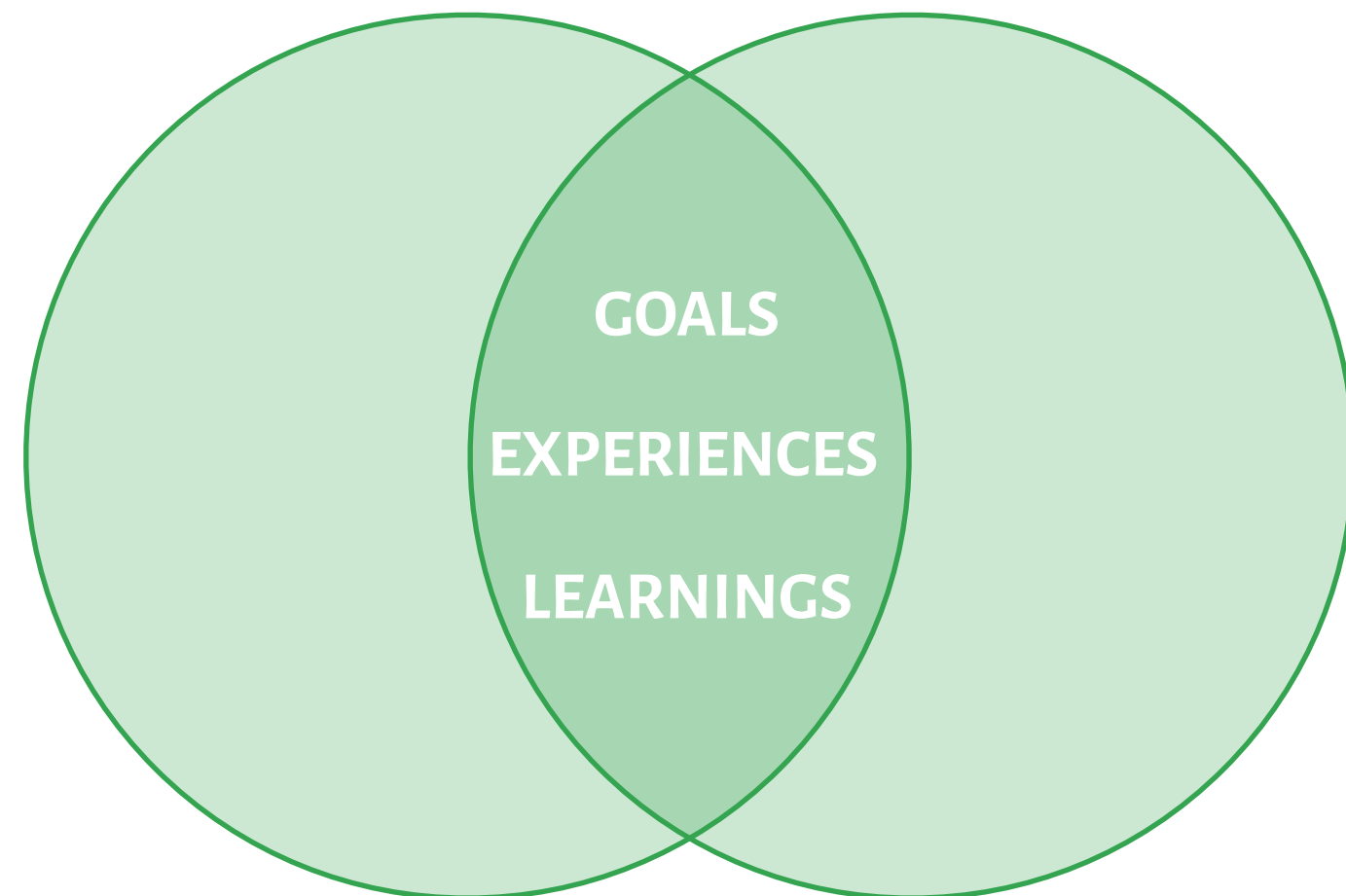
# PLAN THE DIFFERENT STAGES OF THEIR "TRANSFORMATION"



**YOU ASK FOR A CERTAIN SACRIFICE AT  
EVERY STEP ..., SHOW UNDERSTANDING**



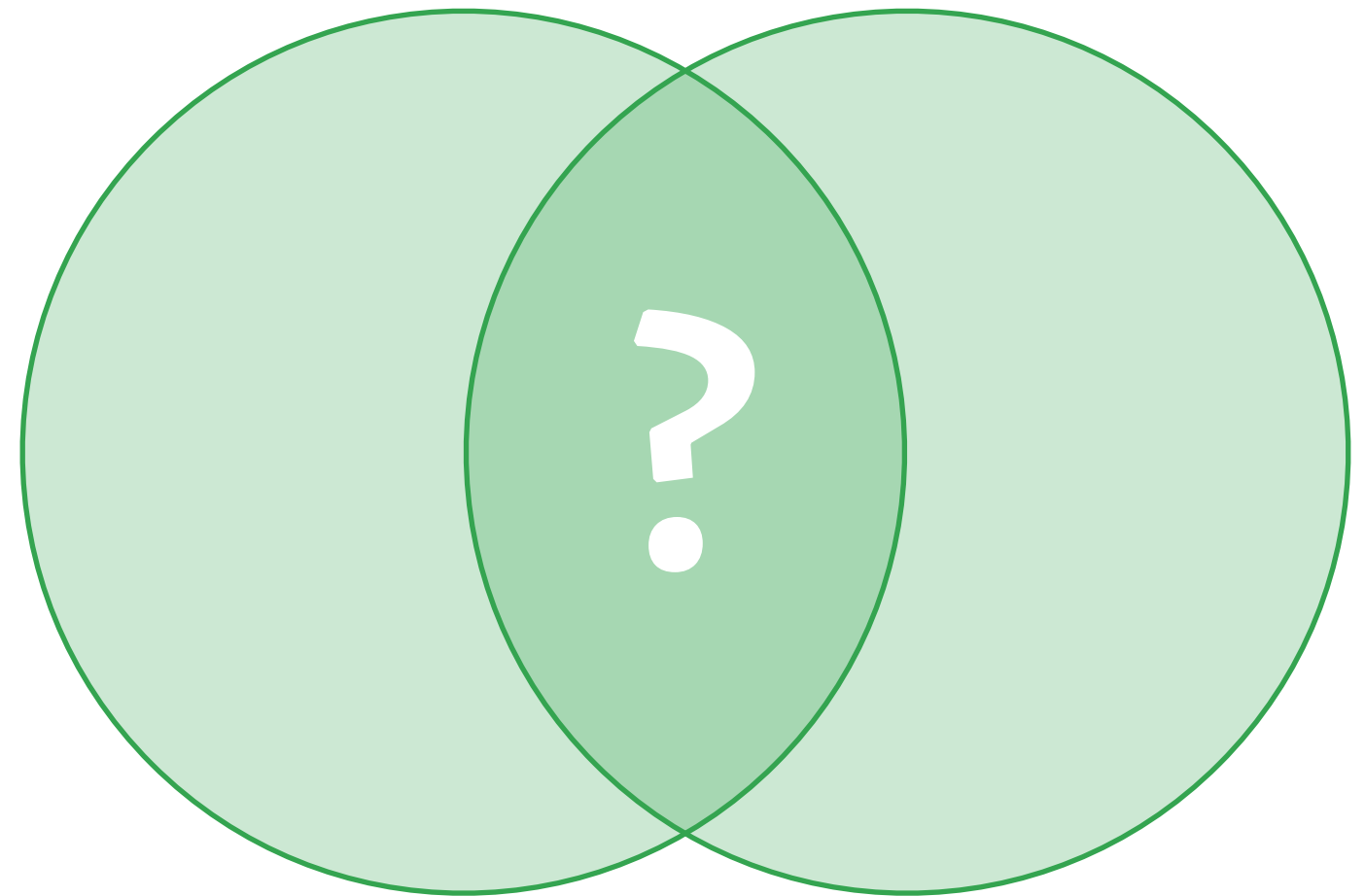
- **WHAT DO YOU HAVE IN COMMON WITH YOUR AUDIENCE?**





- **AND IF YOU CAN HARDLY FIND  
COMMON CHARACTERISTICS?**

**THIS IS LIKELY TO HAPPEN TO  
YOU WHEN YOU PRESENT AT  
LARGE HETEROGENIC GROUPS**





- **SEARCH FOR CHARACTERISTICS  
FROM THE ENVIRONMENT OF  
YOUR AUDIENCE**





THE FOLLOWING PART OF THIS TWO-PART IS ABOUT YOUR "MESSAGE".  
HOW DO YOU COLLECT THE RIGHT CONTENT? HOW DO YOU DEFINE YOUR  
MAIN GOALS? HOW DO YOU CREATE AN EFFECTIVE CALL-TO-ACTION?

**LOTS OF FUN & SUCCESS TO YOU!**