

## DO YOU UNDERSTAND THE ART OF SEDUCTION?



## YOU SHOULD ACTUALLY ASSUME THAT YOUR MESSAGE CONSISTS OF TWO LAYERS



#### MESSAGE

YOUR VISION, YOUR OPINION, YOUR LOOK AT THE MATTER

MAKE CLEAR HOW YOU HAVE ANALYZED THE SUBJECT.

DO NOT GENERALIZE.



#### MESSAGE

*t* WHAT'S AT STAKE

WHY IS IT IMPORTANT FOR YOUR AUDIENCE TO EMBRACE YOUR MESSAGE, GIVE THEM RECOGNIZABLE POINTS THAT THEY TRUST.





# ONCE YOU HAVE DEFINED YOUR MESSAGE, YOU WILL WANT TO SUBSTANTIATE IT.

# BUT HOW DO YOU GET THIS CONTENT?



#### SEARCH FOR EXISTING CONTENT

- PRESENTATIONS FROM OTHERS
- REPORTS, ARTICLES & SURVEYS
- OPINION ARTICLES FROM DAILY & WEEKLY
- EVERYTHING ELSE THAT IS RELEVANT TO YOUR STORY



#### EXTEND THE EXISTING CONTENT

- ELUCIDATE AND CHALLENGE
- VIEW FROM DIFFERENT PERSPECTIVES
- MAKE NEW CONNECTIONS AND RELATIONSHIPS



#### **COMPILE NEW CONTENT YOURSELF**

- YOU CAN BRAINSTORM WITH JUST YOU...
- AIM PRIMARILY FOR QUANTITY AT THIS STAGE
- USE MIND MAPPING TO GENERATE IDEAS







# RECOGNIZE THE RESISTANCE WHAT TYPE OF RESISTANCE DO YOU EXPECT AND WHAT CAUSES IT

STEP IN THEIR SHOES, ESTIMATE THE RESISTANCE THAT THEY MIGHT FEEL IN SOME PARTS OF YOUR MESSAGE.



# RESPECT THE RESISTANCE DO NOT TRY TO ENFORCE A SOLUTION TO EACH PROBLEM

HOW WOULD YOU LIKE TO BE APPROACHED YOURSELF ...?
DOES THE SAME APPLY TO YOUR AUDIENCE?



#### WHAT DO YOU EXPECT FROM YOUR AUDIENCE?

- COMMUNICATE WITH YOUR AUDIENCE AS SINGLE SOULS
- YOU CAN RARELY ASK THE SAME FROM EVERYONE
- GIVE EACH TARGET GROUP ITS OWN "ACTION"



#### 'CALL TO ACTION'

**CLASSIFY YOUR PUBLIC IN FOUR CATEGORIES** 

**FORERUNNER** 

CONVEYER

**INFLUENCER** 

DOER



#### **FORERUNNER**

GET TO WORK

POSITIVELY WITH

YOUR MESSAGE

#### **CONVEYER**

& INFORMATION

MATERIAL

#### **INFLUENCER**

IMPORTANT FOR THE
GENERAL OPINION
ABOUT YOUR
MESSAGE

#### DOER

WORKER BEE, IF THE
TASK IS CLEAR THAN
THEY WILL PERFORM

THEY CREATE THE

STRATEGIES AND

GUARANTEE VALUE

CREATION

AN IMPORTANT LINK
FOR PROGRESS

OF GREAT

IMPORTANCE FOR

MOBILIZING GROUPS

AN IMPORTANT LINK
FOR RECRUTING



#### CALL TO ACTION

YOU CAN LIMIT THE "CALL TO ACTION" TO ONE QUESTION PER GROUP

IN SOME CASES, PROVIDING MULTIPLE POSSIBILITIES TO ACT MAY LEAD TO SURPRISING RESULTS



IMAGINE YOUR BRAINSTORM DELIVERS A SHIPLOAD OF IDEAS, SHORT-TERM PHRASES AND CRETCHES. YOU UNDERSTAND IT IS MERELY IMPOSSIBLE TO PUT ALL THIS INFO IN YOUR PRESENTATION....



# IT IS UNCOMMISABLE THAT YOU MUST SELECT; WHAT'S USEABLE AND WHAT ISN'T

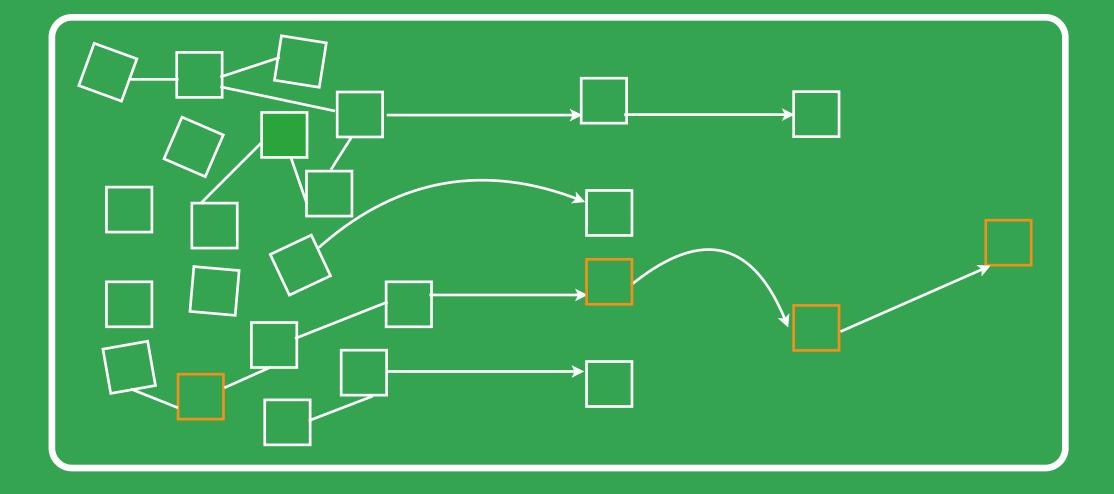
PRESENT ONLY THOSE ITEMS
THAT REALLY CONTRIBUTE TO
THE CORE OF YOUR MESSAGE

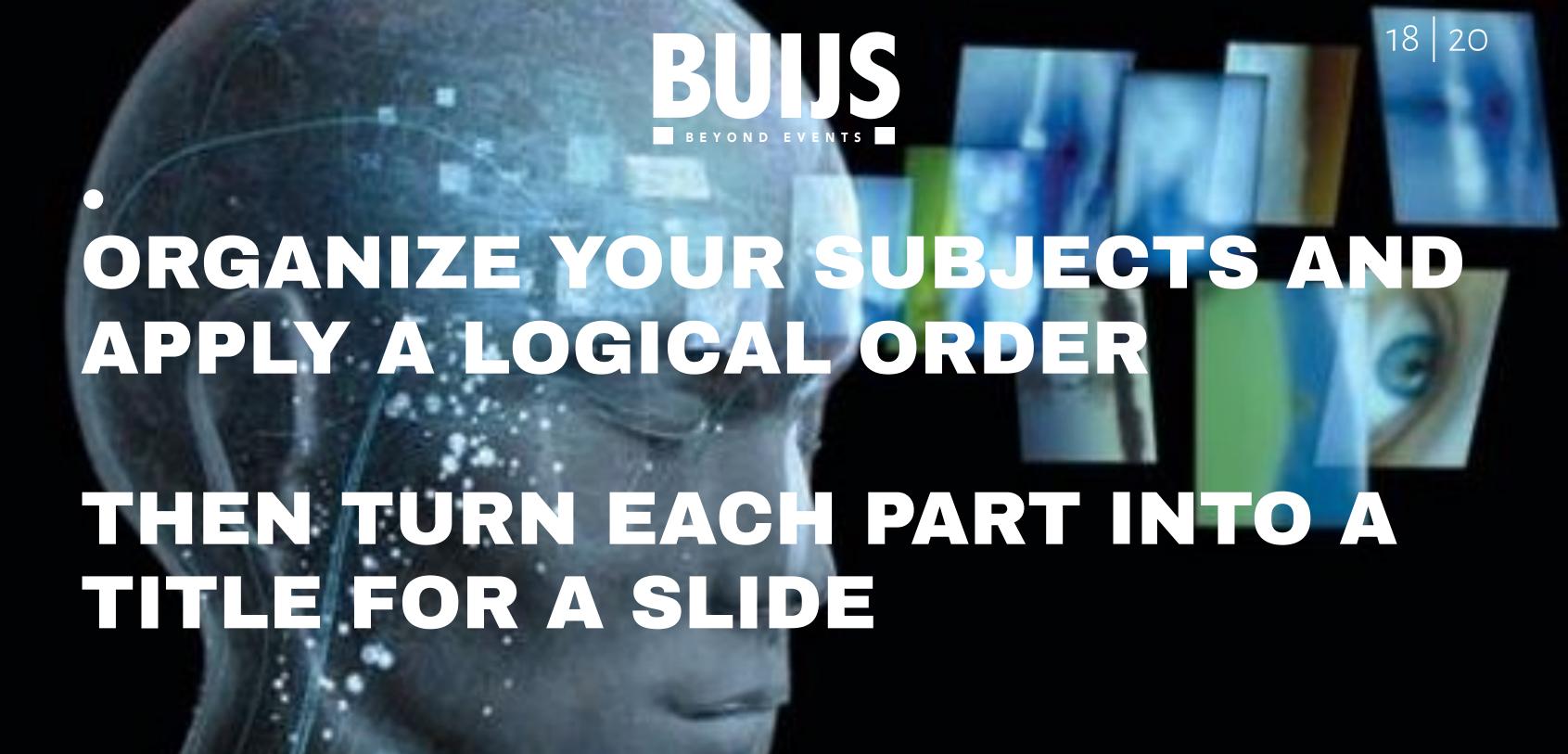


### USEFUL MODEL

**BRAINSTORM** 

FILTER & SELECT







### CHOOSE CLEAR TITLES

INSIGHT INTO OUR EUROPEAN MARKET

WE ARE **FIGHTING** FOR OUR LEADING POSITION

**VAGUE AND** 

**CLEAR AND ACTIVE** 



### I REALLY HOPE THAT YOU WILL MAKE BETTER RESULTS WITH MY TIPS AND TRICKS

IF YOU HAVE ANY QUESTIONS OR IF YOU THINK I CAN HELP YOU IN COMPOSING YOUR PRESENTATION, PLEASE CALL ME OR SENT ME AN EMAIL

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