



# DO YOU UNDERSTAND THE ART OF SEDUCTION?

- **YOU SHOULD ACTUALLY ASSUME  
THAT YOUR MESSAGE CONSISTS  
OF TWO LAYERS**

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# MESSAGE

**#1 YOUR VISION, YOUR OPINION, YOUR LOOK AT THE MATTER**

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**MAKE CLEAR HOW YOU HAVE ANALYZED THE SUBJECT.  
DO NOT GENERALIZE.**

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# MESSAGE

## #2 WHAT'S AT STAKE

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**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







**WHAT DO YOU EXPECT  
THE MOST  
RESISTANCE TO?**

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## **RECOGNIZE THE RESISTANCE**

**WHAT TYPE OF RESISTANCE DO YOU EXPECT  
AND WHAT CAUSES IT**

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

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

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**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

INFLUENCER

CONVEYER

DOER

## FORERUNNER

GET TO WORK  
POSITIVELY WITH  
YOUR MESSAGE

THEY CREATE THE  
STRATEGIES AND  
GUARANTEE VALUE  
CREATION

## CONVEYER

CARE FOR SOURCES  
& INFORMATION  
MATERIAL

AN IMPORTANT LINK  
FOR PROGRESS

## INFLUENCER

IMPORTANT FOR THE  
GENERAL OPINION  
ABOUT YOUR  
MESSAGE

OF GREAT  
IMPORTANCE FOR  
MOBILIZING GROUPS

## DOER

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

AN IMPORTANT LINK  
FOR RECRUITING

# 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  
CRETTCHES.  
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**



- **ORGANIZE YOUR SUBJECTS AND  
APPLY A LOGICAL ORDER**
- THEN TURN EACH PART INTO A  
TITLE FOR A SLIDE**

# • CHOOSE CLEAR TITLES

INSIGHT INTO OUR EUROPEAN  
MARKET

**VAGUE AND**

WE ARE **FIGHTING** FOR OUR  
LEADING POSITION

**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!**