

Getting your message across

What you want to say → One clear message

What you actually say → Preparation / Notes

(micro-sleeps)

What gets heard → Repeat / Visual / No distractions / question

What is understood → Relate / easy words / question

What gets accepted → Benefits / Handle objections / Credibility

What gets remembered → Notes, Tell 'em tell 'em tell 'em

What gets done → Call to action / Ask for commitment