

With your..	How can you...	Create Action	Be Credible	Be Specific	Get Personal	Be Authentic
Audience		Ask them to Leave	The Strength of Others	WIIFM	Meet the Artist	Connection not Perfection
Content		Message vs. Marketing	Make is "SExSI"	Not being the "-est"	"You" Turn	Speak your way into Speaking
Materials		Frequency x Impact = Awareness (Mason Zimbler)	Pick a Theme	Visit the Library	No More Product Catalogs	Done is more Profitable than Perfect
Presentation		Entertainment + Education = Engagement	Share and Share Alike	Don't confuse Information with Understanding	Audiences are a Privilege	Technoxification
Presenter		<i>"Hope, Change and other Irrational Emotions"</i>	Be Bold, Be Brief, Be Gone	Don't Drop them Off, Drive them Home	Never Miss a Great Chance to Shut Up	

The Strategy Planning Matrix