



Getting Others to

Listen,

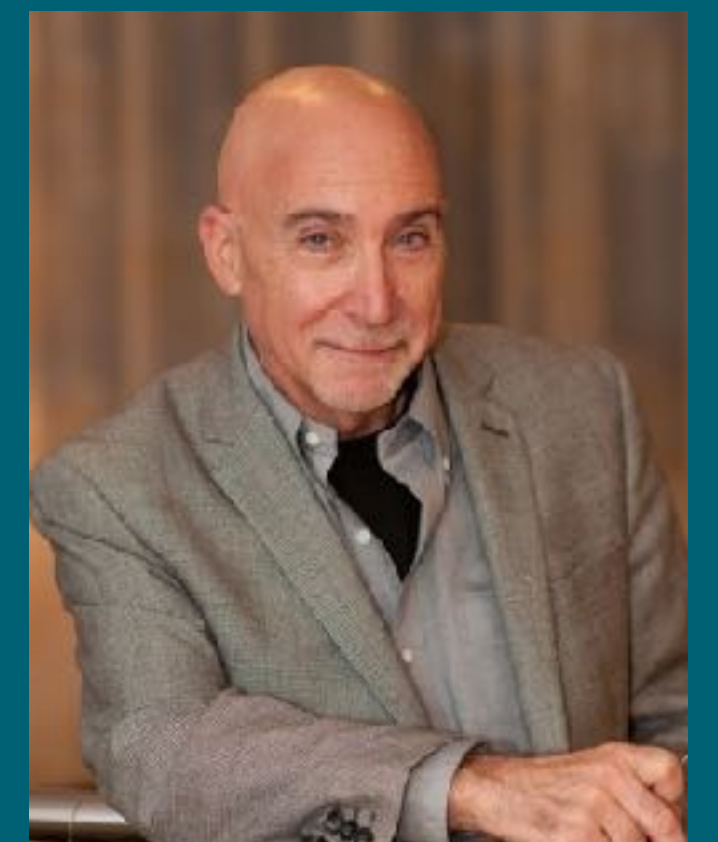
Like You,

(and if you're skillful)

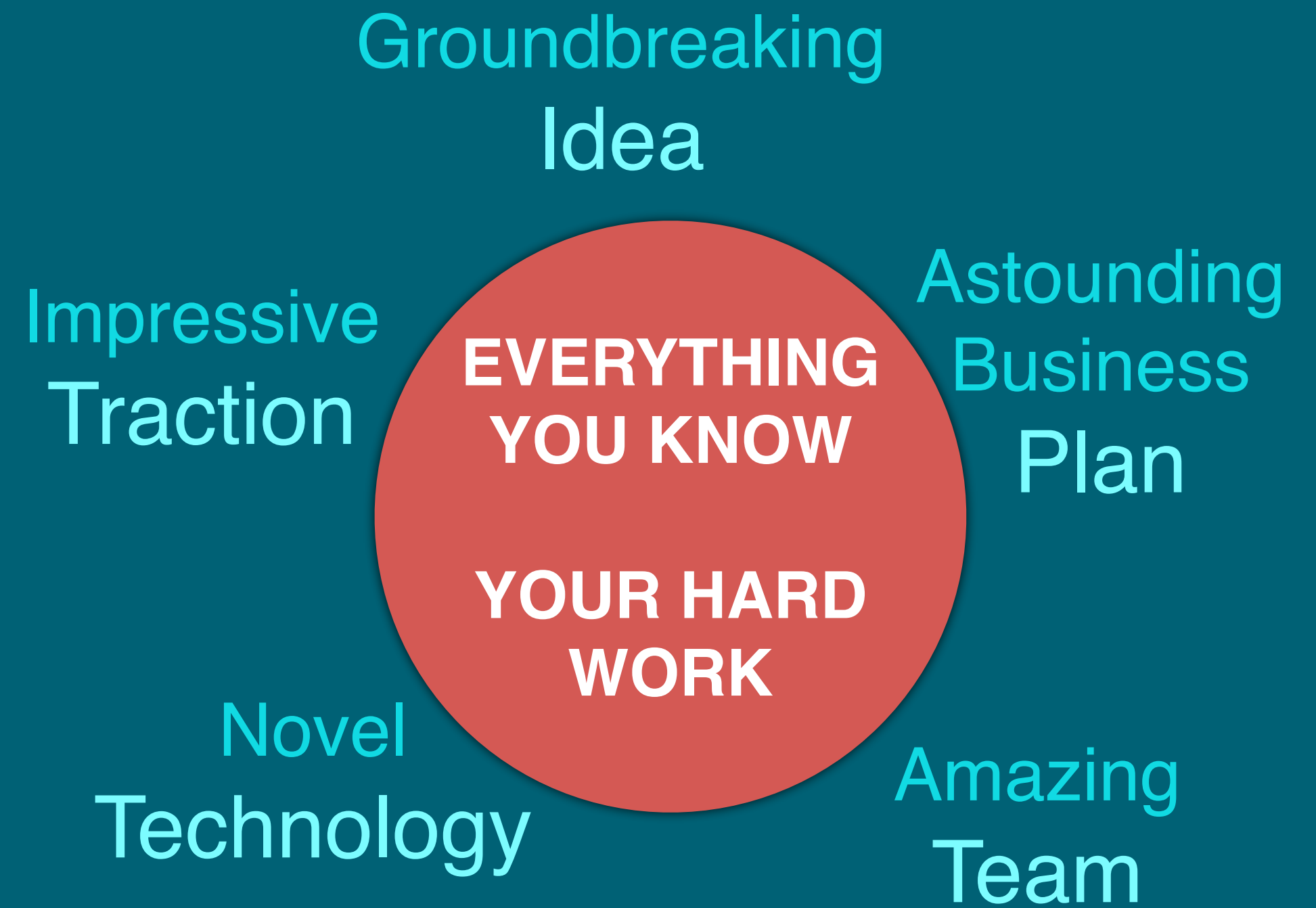
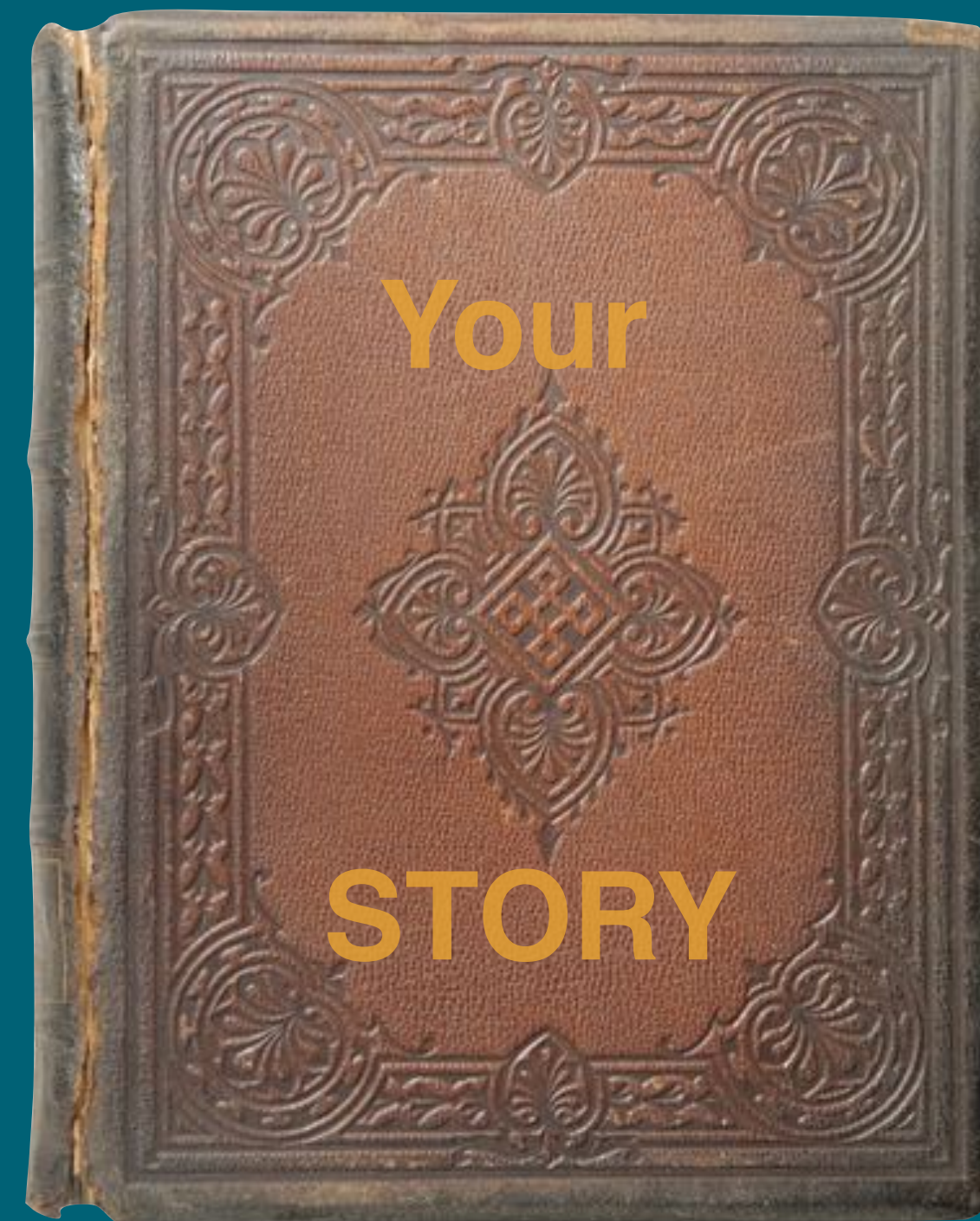
Do What You Want

Chuck Goldstone

Strategies and Stories

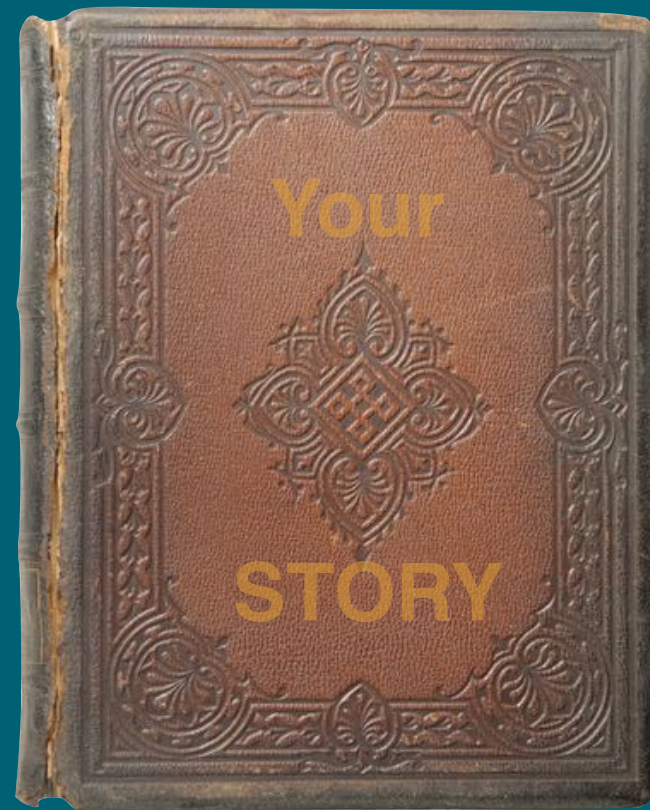


Only Thing They See



THE PURPOSE

~~Not to
DOWNLOAD
tons of
info~~



Engage
and
MOVE
AUDIENCES
TO ACTION

DO
SOMETHING



Pay Attention

See Value

Be Awed

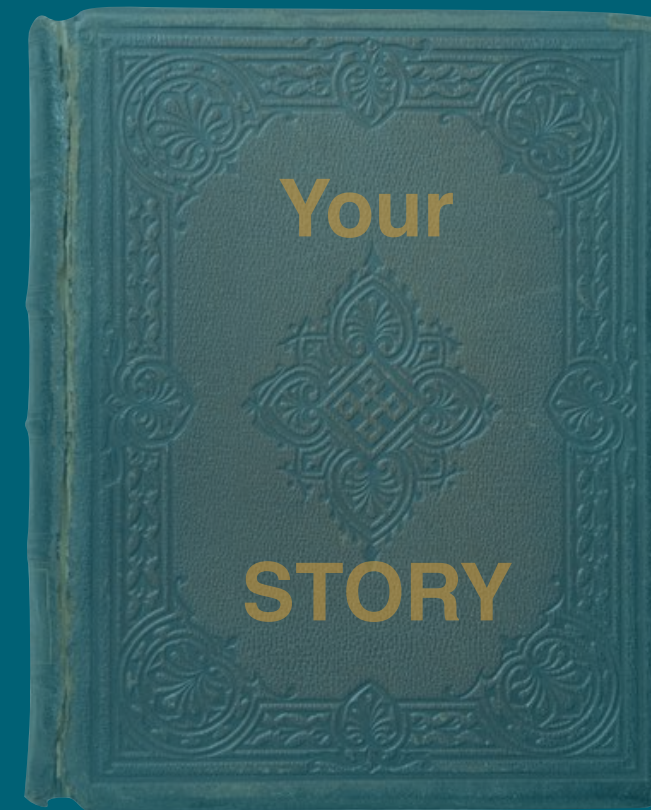
Agree

Call Back

Refer

Buy Product

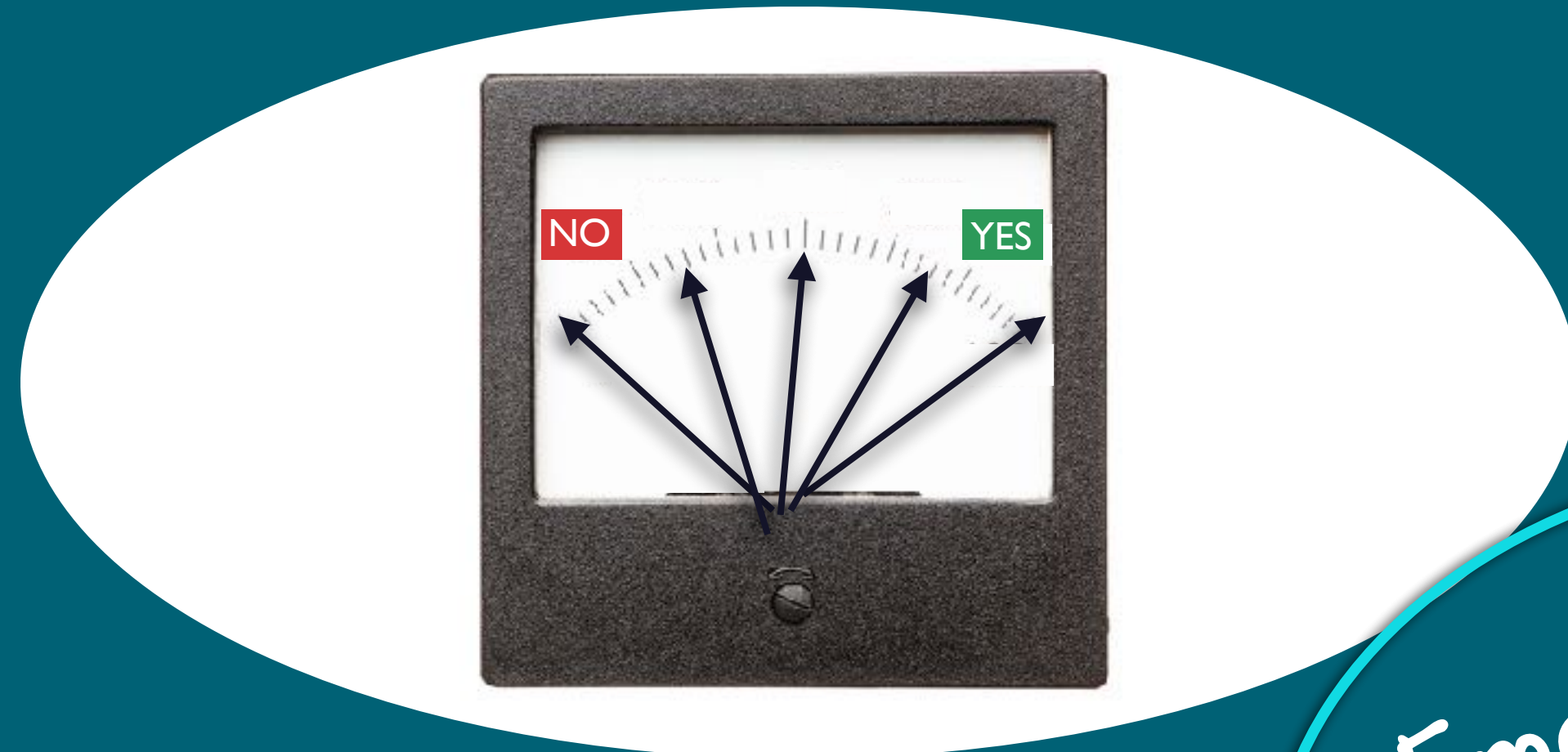
Fund Me



**Engage
and**

**MOVE
AUDIENCES
TO ACTION**

The Science of DECISION



Emotional Region

(Where DECISIONS made)

Cognitive Region

(Where FACTS processed)



Simple Definition for Now

Narrative

+

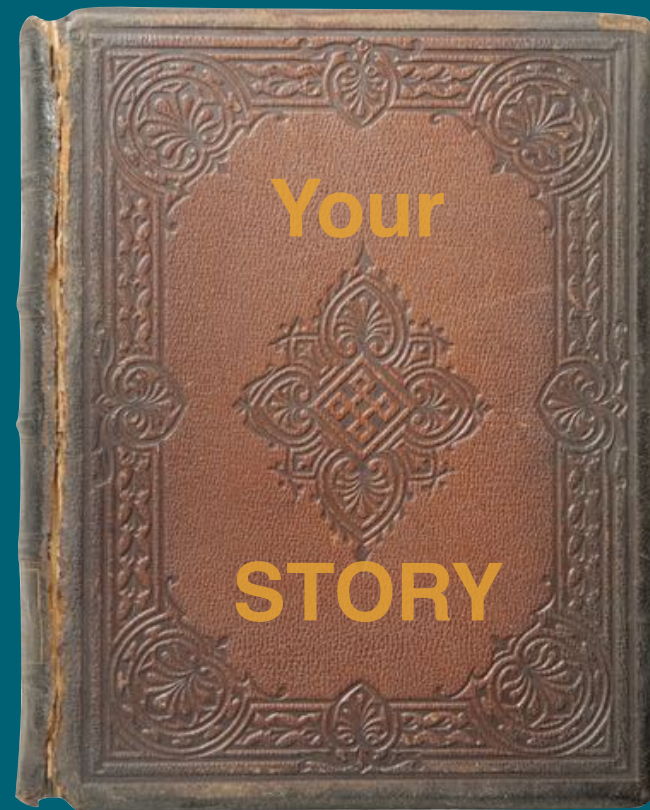
Emotional Link

Why Listen?

W-I-I-F ME?



Convergence
of
RELEVANT
FACTS



With what
CONNECTS
with
audience

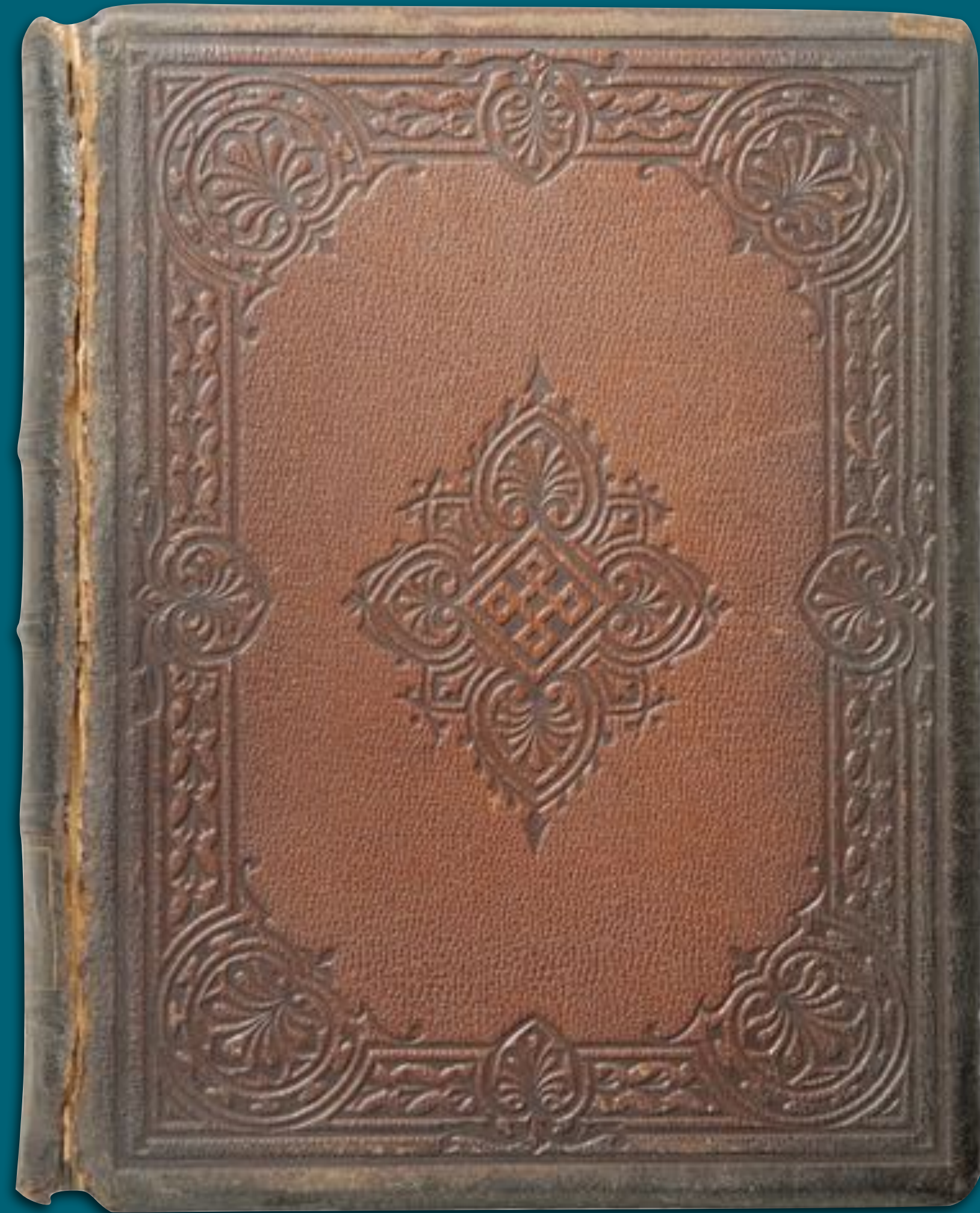
Goal: Getting to YES

I Get It
I Like It
Tell Me More!



Your Focus Must Be On...

**Your
Story**



**Strategy
Driving
It**

Your Strategy

WHO

*You want
to reach*

WHAT

NOT JUST

You Do

but

*What you can
do **for them***

WHY

*A value
to them*

*They should
care*

Responding to..



So, What Do
You Do?

The Simplest and Best Answer

Why do you deserve to
be in the cosmos?



Why should they care?



What should we do next?



The ASK



#1

Know Who You Want to Reach...
and Why That's Important to
THEM and to YOU

Know
Your Audience

Intent
BEFORE
Content

#2

Or
Opportunity

Start With the Problem
Not the Solution

#3

Make It Their Story

#4

The Big Picture First

#5

Do Not Say Too Much
Too Soon

↖
No More Than They
Need or Want

#6

Share Your
Passion

The Power of Your Story



LISTEN



LIKE YOU



DO

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Strategies and Stories

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