

# 3 Ways to ensure your message stands out



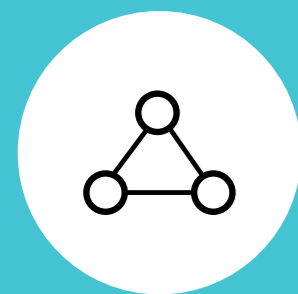
How do you grab your audience's attention when everyone — including you — is time poor and distracted? The good news is there's no need to resort to fireworks or shock tactics to get all eyes on you. Follow these three steps to ensure your pitch or presentation gets off to a flying start — and your message always lands.



## Plan

Before you start typing away at your computer, plan your message. Consider the WHO, WHAT, WHERE, and HOW.

- Who is your audience?
- What is in it for them?
- Where do you want them to go?
- How will they get there?



## Connect

Remember that your presentation is not about you, it's about your audience. You need to woo THEM. If your message is unclear, you won't connect. Try this:

- Weave a story into your message.
- Use graphics to visualise your data.
- Know your audience!



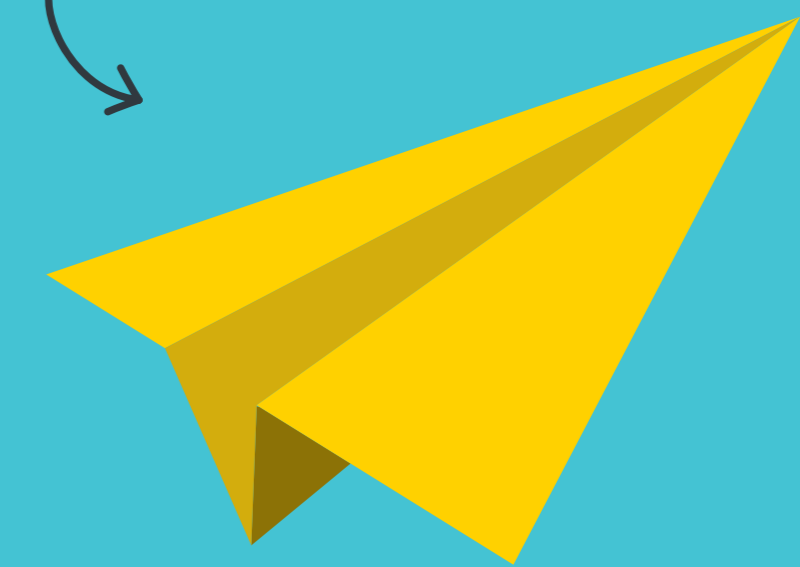
## Be concise

Saying a lot in a few words is hard but you better get your point across before you lose the attention of your audience (which can be shorter than a goldfish's memory). Here are a few tips:

- Structure your content.
- Consider the 6 x 6 rule.
- Try the 10, 20, 30 rule.

**If you confuse, you lose!**

Let's land your message

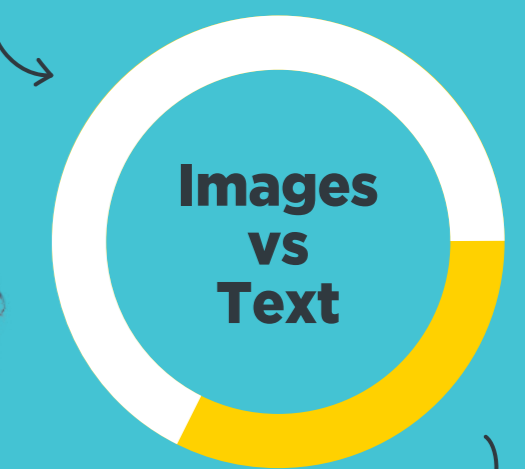


## Get expert help

We are experts at simplifying complex messages into engaging content. For the past 19 years, we've helped over 4 000 salespeople and marketers to land their message effectively.

So, if your next presentation is giving you sleepless nights, get in touch.

65% memorable



25% memorable



## Need to explain your vision?

Book a complimentary discovery call today: [hello@weexplainstuff.com](mailto:hello@weexplainstuff.com)

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