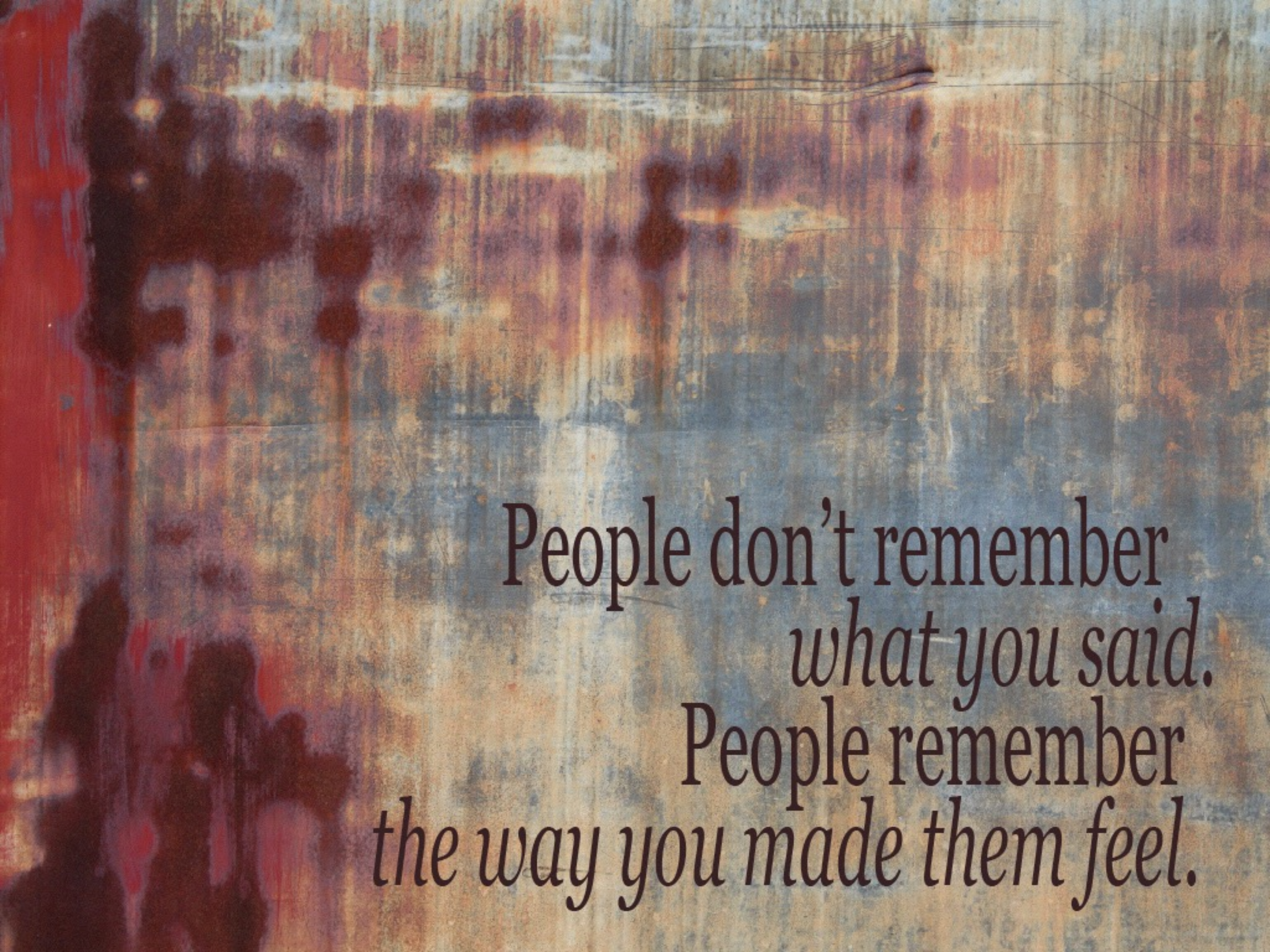


Communicating Your Idea

Kyle Henson

Goals when communicating

- Make people remember you
- Inspire Action



People don't remember
what you said.
People remember
the way you made them feel.

Connect with emotions

- Start with the problem
 - Make them understand the pain that you're alleviating
 - If you can, make people laugh!
- Communicate your solution in terms of benefits instead of features
 - Seriously.

How to Inspire Action

Make your audience
internalize your beliefs

People don't buy what you
do, they buy why you do it

What

How

Why



