

*Plan it. Stage it. Nail it.*

<b>1. Goal:</b>	Importance of relationships with (local, state, national) officials
<b>2. Target Audience:</b>	Top Producers

*Don't start writing  
anything yet.*

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3. Why they could care?	Build credibility and rapport for your solution
	Give an example
	Tell a story about someone you know
	Cite Statistics
	Tell a <i>bigger</i> story

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#### 4: What do you want them to do next?

Give them one action to take to get them to remember that relationships with public officials matters to their business.

##### Summarize

Restate the case about why relationships with local officials matters?

**Last:** Decide Your Introduction

Clarify: Call to Action

## *Before you write anything:*

1. The key message is relevant enough to:
  - Cut through distraction
  - Change perception
  - Overcome Indifference
2. There is one critical take-away.
3. The presentation is all about *them*. (It is equal parts establishing credibility AND rapport.)
4. You relay the problem you solve, before the service you offer.
5. There is a Money Moment.



What's the goal?



Who's the audience?



**WIIFM** - What will make them care?



What do you want them to do?

Plan to Persuade Them. Then Confidently Step to the Podium.

You are in competition for  
your members' attention.

*Win the battle with a  
strategic communications approach.*

Do more than tell them.  
Sell them on why you matter.

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