

Now, let's talk about **CLARITY**.

It's time to turn the lens inward. You want to understand what about you and/or your company best meets the needs of your audience.

Ask yourself:

- 1. What's the goal of this interaction?** *Remember, the interaction would be anywhere you are presenting yourself.*
- 2. Knowing what I know about my audience, what in my story or message will best move the needle with my audience?**

REMEMBER THIS:

SIMPLE IS SMART



Don't go over people's heads or use insider jargon. Simply and clearly match your story to your audience's needs in order to forward your goal.