

STRATEGIC COMMUNICATION

Meet your prospects where they are at. Join the conversation in their mind. Strategic communication is less about people understanding what you are saying, and more about whether or not they feel understood.

WANTS	AMBITIONS
FRUSTRATIONS	FEARS

WHOLE-BRAIN MESSAGING

Be sure to strategically map your communication so that it speaks to both sides of the brain.

LOGIC  EMOTION

STATS / FACTS	METAPHORS	STORY
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