

## **SO WHAT? 2.0 in 2020**

### **HOW TO COMMUNICATE WHAT REALLY MATTERS TO YOUR AUDIENCE**

#### **GETTING YOUR AUDIENCE ENGAGED EVERY TIME**

Every time you make a sales presentation...craft a resume...try to persuade anyone about anything, there is ONE question you must answer: **SO WHAT?**

#### **Creating the Right First Impression Every Time**

1. Answering the “What do you do?” question in the most effective way, so that the person asking, clearly understands what you can do for them.
2. Customizing your message based on your ideal client profile.
3. Delivering your message in a natural, authentic style every time.

**WIIFY (What’s In It For You)** – You can immediately begin using this with your clients and prospects, to get what you want in business and life.

**\*\*\* 2.0 in 2020** – This wildly popular keynote presentation has been updated and revised to add a boost to your Social Media channels.

\*Available as a **45-60 minute keynote** address or as a **90-minute to half-day** interactive workshop at your location.