CRAFTING YOUR WOW! STATEMENT:
Getting someone to say "Wow! How do you do that?" is a matter of crafting a concise and evocative WOW statement.

Keynote Lecture Notes:

Impact Question: What will you do differently as a result of what you've learned from this module?
Questions for you, the entrepreneur

1. What simile, analogy, or metaphor can you use to create a Wow! for your audience of one or many?

2. How is your business, product, or service like a tree?
   • Use the results to create a Wow! statement
   • Test your results on real people

3. How is your business, product, or service like a car?
   • Use the results to create an another Wow! statement
   • Test your results on real people

Questions for your team, advisors, mentors

1. What simile, analogy, or metaphor can you use to create a Wow! for your audience of one or many?

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   • Use the results to create a Wow! statement
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3. How is your business, product, or service like a car?
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