

“Break through the massive amount of noise  
by communicating and presenting your  
ideas, businesses, products, and services in  
compelling ways”

**FIRST IMPRESSIONS:**

Captivating any audience is something anyone can do. This lecture will show you how!

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. Using S.A.M.E, create one simile, analogy, and metaphor for your product or service.
2. Test the results with 10 people to see how they respond, and rework it.
3. Keeping in mind that similes, analogies, and metaphors are cultural sensitive, create two more that can be used as backup.

## Questions for your team, advisors, mentors

1. Ask each team member (or close people you know) to brainstorm as many similes, analogies, and metaphors that could be used to describe your business. Have them do this by themselves.
2. Do the same for your product or service.
3. Gather together and let each person report their discoveries. Take the results and fine tune your messages. Keep all notes for further reference.
4. Craft at least three of these into statements for use in presentations.

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>