



talk

to the

experts

business

Leas



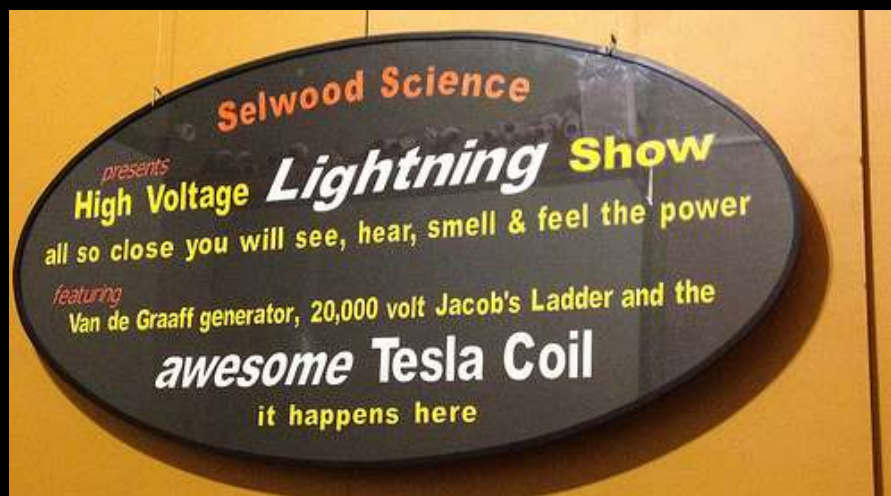




- **Can I see the story before you print it?**
- **Can you send me questions ahead of time?**
- **What got you interested in my work?**
- **What have you read so far?**
- **Who else have you spoken with?**

NOW
WHAT?

This →



← Not This

$$V = \sum P \cdot V_T$$

$$V = V_0 - \sum V_{TA} \left\{ \frac{1}{\gamma_A} \right\}$$





**Grand Challenge:
Know your audience**

Who are they?

What do they know?

What matters to them?

Communication is about them, not you