

8

VERY PRACTICAL, EASY-TO-REMEMBER,  
INCREDIBLY USEFUL TIPS FOR FRAMING  
YOUR MESSAGE  
TO HELP YOU PERSUADE OTHERS SO  
YOU CAN GET WHAT YOU WANT

Presented by Jenifer Sarver and Dave Shaw

Hi. We're Jen and Dave.

@UTSarver

@TheRealDaveShaw

SARVERSTRATEGIES

**arrow**





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# 1

## IT'S NOT ABOUT YOU

- Who's your audience?
- What keeps them up at night?
- What are their hopes and dreams?
- What motivates them to action?

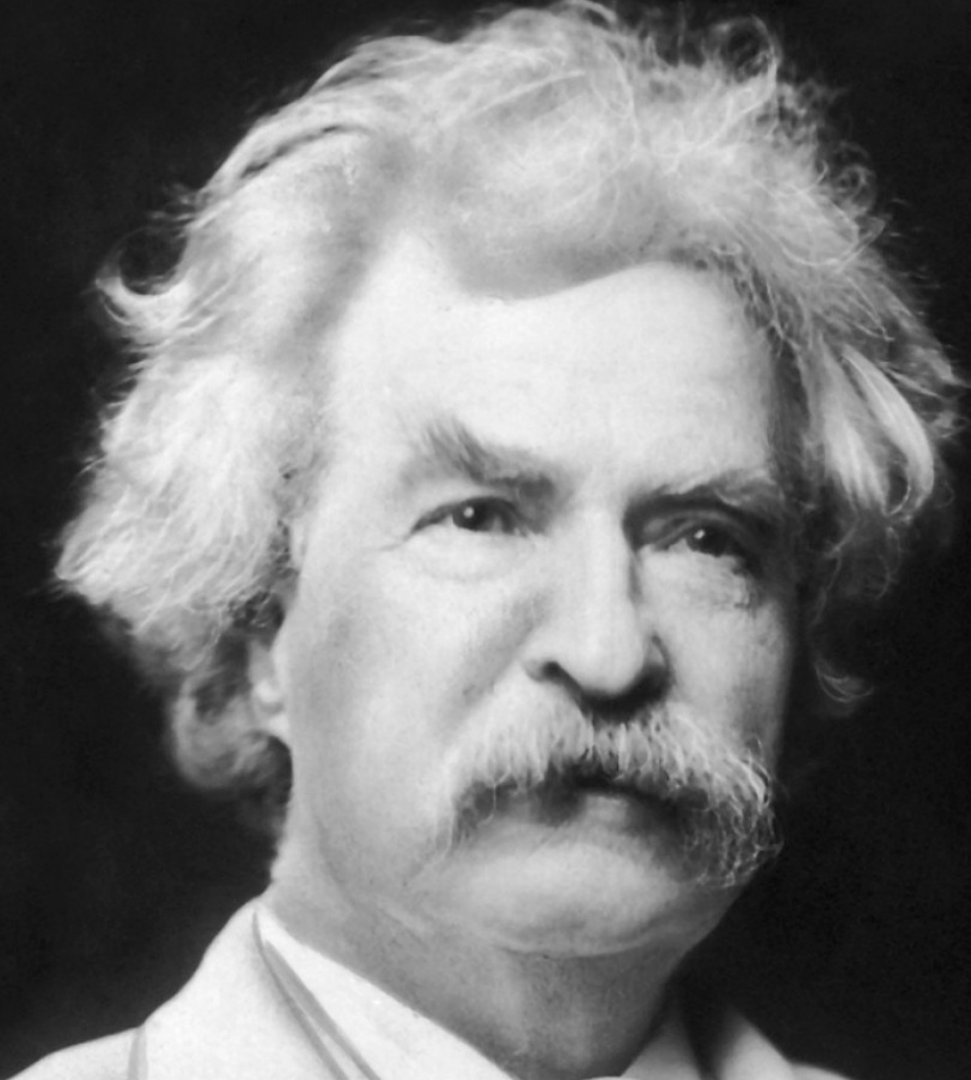
**WHY SHOULD THEY  
BELIEVE YOU?**





2

BE CONCISE.



“If you want me to give you a two-hour presentation, I am ready today. If you want only a five-minute speech, it will take me two weeks to prepare.”

Mark Twain

# 3

## REPEAT YOUR MESSAGE

- Repeat your message
- Repeat your message
- Repeat your message
- Repeat your message



North  
Tollway  
EXIT ↓ ONLY







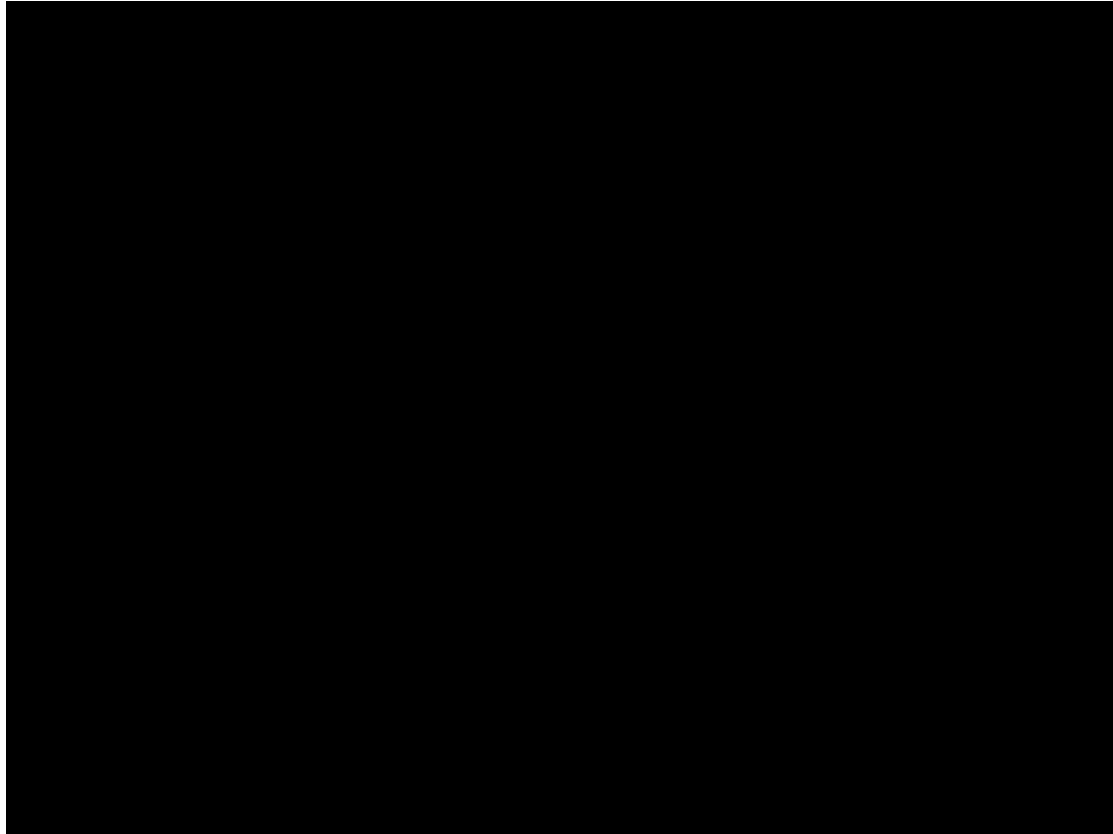




# 3

## REPEAT YOUR MESSAGE

- Repeat your message
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# 4

K.I.S.S.

- Takeaway
- Proof
- Connect



THINK



FEEL



DO





# 5

## EVERYONE LOVES A GOOD STORY

- Humans connect through stories
- People want facts, but they need emotion
- Sights, sounds, colors, action words light up our brains making us more likely to remember



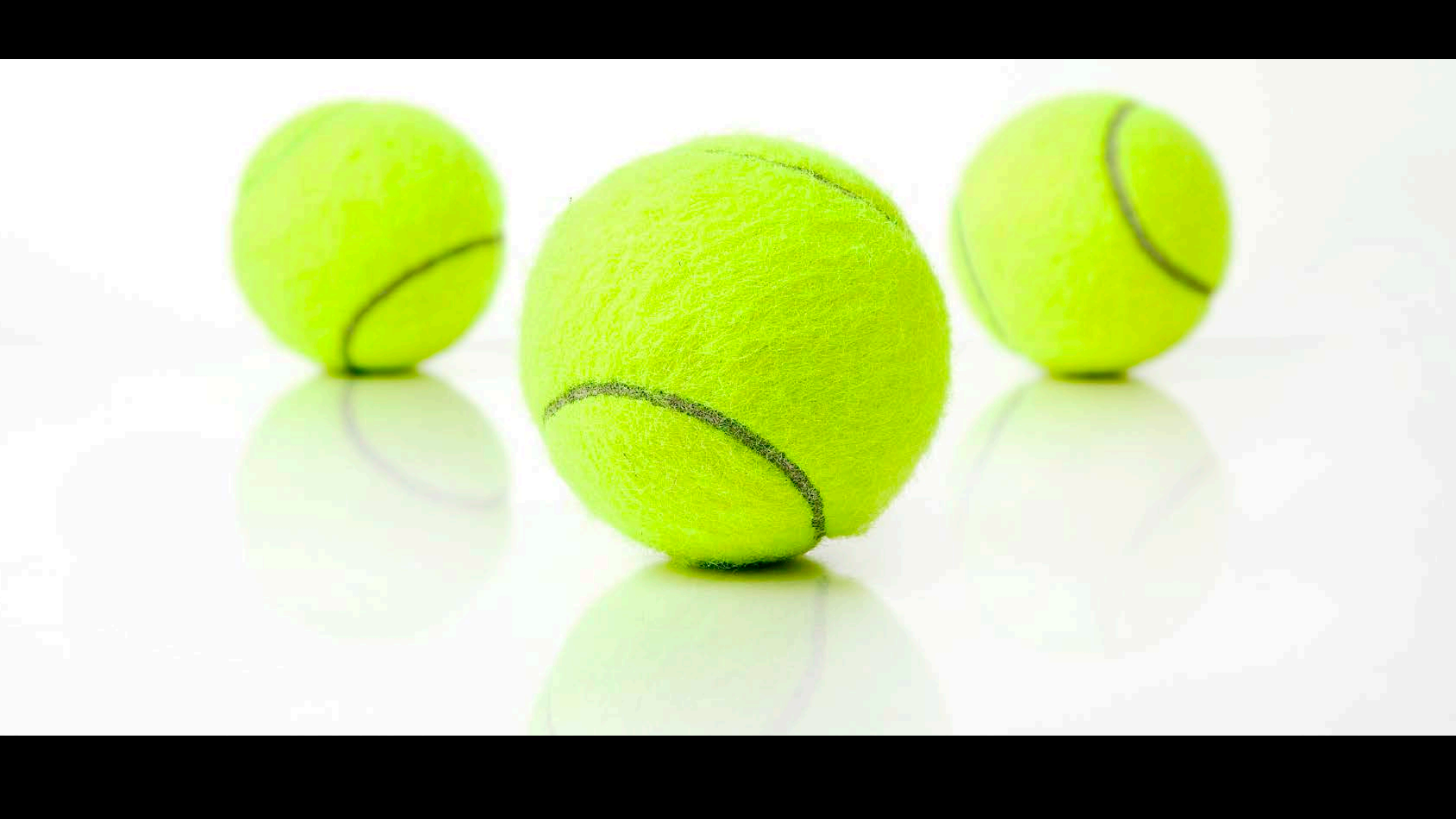


# 6

## BEHOLD THE POWER OF THE... PAUSE

- Slow down and take a breath
- Use pause for power and dramatic effect
- Don't feel a need to fill in the silence





# 7

## QUESTIONS MATTER. PREPARE IN ADVANCE.

- It's an opportunity to engage the listener
- You can re-emphasize proof points and takeaway
- You can introduce new, positive information
- The last things heard are remembered best

## DON'T TAKE OUR WORD FOR IT... SCIENCE:

“The researchers found that audiences’ evaluations of speakers were significantly affected by how well the speaker responded to questions, suggesting that speakers face an interactive requirement when giving presentations to confidently respond to questions and challenges. When they fail to do so, evaluations of speakers become negative.”

*“Handling Questions and Objections Affects Audience Judgments of  
Speakers”*

Communication Education, Sept. 2015

# 8

## LAWMAKERS ARE PEOPLE, TOO

- They are citizen legislators
- We all have a right and obligation to petition them
- People that come prepared and respect their time will be ahead of the game

- 1 IT'S NOT ABOUT YOU
- 2 BE CONCISE
- 3 REPEAT YOUR MESSAGE
- 4 K.I.S.S.

- 5 EVERYONE LOVES A GOOD STORY
- 6 THE POWER OF THE PAUSE
- 7 PREPARE FOR QUESTIONS
- 8 LAWMAKERS ARE PEOPLE

9

PRACTICE



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