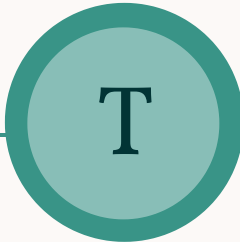


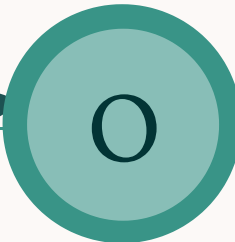
TORE

Simple Steps to a Successful Message



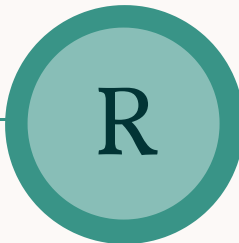
Thematic

The theme is the conclusion you want your audience to take away. It answers the question: "So what???"



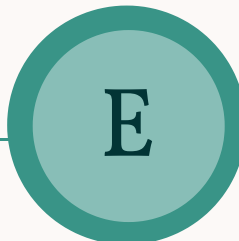
Organized

Help your audience make the choice to consume your message by organizing it in a way that's easy to follow.



Relevant

Information that is meaningful and personal makes it more likely to stick. Frame your message in a way that links unfamiliar things to the things your audience already cares about.



Enjoyable

Mentally pleasing information helps to engage your audience and keep them entertained - making them more likely to retain your message.