

#### INTERNET LINKS\*:

[CALENDAR](#) [MBA HOME PAGE](#) [WORKBOOKS](#) [MBA OFFICE HOURS](#) [CLASS REPLAYS](#)

#### LINKS IN THIS DOCUMENT:

[TOPIC 1](#) [EXERCISE SMC-2-1-1-1 for Topic 1\\*\\*](#) [EXERCISE-SMC-2-1-1-2](#)  
[EXERCISE SMC-2-1-1-3](#) [TOPIC 2](#) [EXERCISE SMC-2-1-2-1](#) [EXERCISE SMC-2-1-2-2](#)  
[TOPIC 3](#) [EXERCISE SMC-2-1-3-1](#) [HOMEWORK](#)

\* If prompted for a password, use the password that was emailed to you.

\*\*SMC-2-1-1-1 Means SMC **SEMESTER 2** **CLASS 1** **TOPIC 1** EXERCISE 1

## WORKBOOK FOR SALES, MARKETING & COMMUNICATIONS SEMESTER #2 & CLASS #1 (ALSO CALLED SMC-2-1\*\*\*)

**3 TOPICS COVERED IN THIS LESSON:** (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [SMC-2-1-1: ACT 3: CONTENT: SCENE 2: WHAT TO INCLUDE AND HOW TO STRUCTURE THE CONTENT](#) (We analyze how to ensure that your content adheres to the C.I.D.E.R. principals.)
- 2** [SMC-2-1-2: ACT 3: CONTENT: SCENE 3: PART 1: BEATING WRITER'S BLOCK & ENDING YOUR PRESENTATION](#)  
(Strategies to get you into your peak mental *CREATIVE/FUN* state.)
- 3** [SMC-2-1-3: ACT 3: CONTENT: SCENE 3: PART 2: CREATING A GREAT TITLE FOR YOUR SPEECH](#) (Strategies to create an impactful title for your presentation.)

Please have this workbook open during the SMC-2-1\*\*\* lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “*Does Anyone Have Any Questions?*” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the password that was emailed to you.

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in SMC-2-1. If you can't watch this class live, then Chris' team will have an edited [replay](#) of the lesson online within one day after this class has ended.

**TOPIC 1 OF 3: SMC-2-1-1: Topic 1: ACT 3: CONTENT: Scene 2: What to Include and How to Structure the Content**

Please go to this website during topic 1 when Chris asks you to. Thanks:

[https://www.liitscape.com/word\\_tools/contains\\_only.php](https://www.liitscape.com/word_tools/contains_only.php)

**Optional: Type your notes for Topic #1 in this box:**

**Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?**

**Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1.** If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

**EXERCISE: SMC-2-1-1-1: Creating the Content (“Let It All Out”)**

**In the table below please only complete the left hand green shaded column (we will complete the other columns that are shaded in gold and silver in future exercises today). Thanks**

- ✓ Please take your time with this and have fun.
- ✓ Think about how you want your audience to feel.
- ✓ What emotions do you want them to feel?
- ✓ Don’t think of structuring the content yet at all.
- ✓ Just free form document and let it all out.
- ✓ If you don’t feel like you’re in the right mood/right frame of mind to do this exercise, then come back to this exercise tomorrow, on a weekend or get up early 1 day to do this.
- ✓ It’s crucial that you spend a lot of time doing this. Thanks.

**For example: If we are presenting about how we are going to take market share from competitor X then we might complete the left-hand column of the table as follows:**

In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises).	C.A.P.*  *We will complete this <b>silver</b> shaded column in <b>EXERCISE SMC-2-1-1-2</b>	Section*  *We will complete this <b>gold</b> shaded column in <b>EXERCISE SMC-2-1-1-3</b>
1: Mention the problem with our business model		
2: Discuss how competitor X beats us too often		
3: Show the product of competitor X and compare it to ours		
4: Discuss the weaknesses of competitor X		

In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises today).	C.A.P.*  *We will complete this <b>silver</b> shaded column in <b>EXERCISE SMC-2-1-1-2</b>	Section*  *We will complete this <b>gold</b> shaded column in <b>EXERCISE SMC-2-1-1-3</b>
1:		
2:		
3:		
4:		
5:		
6:		
7:		

Workbook for SMC-2-1 (Semester #2 and Class #1 for Sales, Marketing & Communication)

<p>In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises today).</p>	<p><b>C.A.P.*</b>  *We will complete this <b>silver shaded</b> column in <b>EXERCISE SMC-2-1-1-2</b></p>	<p><b>Section*</b>  *We will complete this <b>gold shaded</b> column in <b>EXERCISE SMC-2-1-1-3</b></p>
8:		
9:		
10:		
11:		
12:		
13:		
14:		
15:		
16:		
17:		
18:		
19:		
20:		
21:		
22:		
23:		
24:		
25:		
26:		
27:		
28:		
29:		
30:		
31:		
32:		
33:		
34:		
35:		
36:		
37:		
38:		
39:		
40:		
41:		
42:		
43:		
44:		
45:		
46:		
47:		
48:		
49:		

Workbook for SMC-2-1 (Semester #2 and Class #1 for Sales, Marketing & Communication)

In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises today).	C.A.P.*  *We will complete this silver shaded column in <b>EXERCISE SMC-2-1-1-2</b>	Section*  *We will complete this gold shaded column in <b>EXERCISE SMC-2-1-1-3</b>
50:		
51:		
52:		
53:		
54:		
55:		
56:		
57:		
58:		
59:		
60:		
61:		
62:		
63:		
64:		
65:		
66:		
67:		
68:		
69:		
70:		
71:		
72:		
73:		
74:		
75:		
76:		
77:		
78:		
79:		
80:		
81:		
82:		
83:		
84:		
85:		
86:		
87:		
88:		
89:		
90:		
91:		

Workbook for SMC-2-1 (Semester #2 and Class #1 for Sales, Marketing & Communication)

<p>In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises today).</p>	<p><b>C.A.P.*</b></p> <p>*We will complete this <b>silver</b> shaded column in <b>EXERCISE SMC-2-1-1-2</b></p>	<p><b>Section*</b></p> <p>*We will complete this <b>gold</b> shaded column in <b>EXERCISE SMC-2-1-1-3</b></p>
92:		
93:		
94:		
95:		
96:		
97:		
98:		
99:		
100:		

**EXERCISE: SMC-2-1-1-2: “C.A.P. ing” Your Brilliant Content**



In this exercise please place the word “YES” or “NO” in the silver column for every item that you wrote down in the previous exercise ([meaning Exercise SMC-2-1-1-1](#) ....meaning write the answers in the table you completed in [Exercise SMC-2-1-1-1](#)). The way to do this is to ask yourself the following 7 questions and all you need is for one of the 7 answers to the questions below to be YES; if so, then write YES in the silver column, otherwise write NO in the silver column.

- 1) Are the items in this bucket **C**onvincing? Or
- 2) Are the items in this bucket **I**nteresting? Or
- 3) Are the items in this bucket **D**ifferent? Or
- 4) Are the items in this bucket **E**ducational? Or
- 5) Are the items in this bucket **R**elevant? Or
- 6) Are the items in this bucket targeted towards our **A**udience. Or
- 7) Are the items in this bucket helping to discuss the **P**urpose of our presentation?

For example:

If we are presenting about how we are going to take market share from competitor X then the 3<sup>rd</sup> content item we listed in the table below doesn’t provide the answer YES to any of the 7 questions above, so we answered with “NO.” If this is confusing to you then just write YES or NO to the answer SO WHAT – is this item meeting the purpose of my speech? YES or NO (remember the “SO WHAT” test”.

In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.*	Section*
	*We will complete this silver shaded column in <b>EXERCISE SMC-2-1-1-2</b>	*We will complete this gold shaded column in <b>EXERCISE SMC-2-1-1-3</b>
1: Mention the problem with our business model	YES	
2: Discuss how competitor X beats us too often	YES	
3: Show the product of competitor <b>Z</b> and compare it to ours	NO (not relevant)	
4: Discuss the weaknesses of competitor X	YES	

After you have completed this exercise by writing YES or NO in all of the silver shaded boxes, then delete or draw a line through all rows that had the word NO as the answer as follows (because we won't include them in our presentation):

<b>In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises).</b>	<b>C.A.P.*</b>  <b>*We will complete this silver shaded column in EXERCISE SMC-2-1-1-2</b>	<b>Section*</b>  <b>*We will complete this gold shaded column in EXERCISE SMC-2-1-1-3</b>
1: Mention the problem with our business model	YES	
2: Discuss how competitor X beats us too often	YES	
3: Show the product of competitor Z and compare it to ours	NO (not relevant)	
4: Discuss the weaknesses of competitor X	YES	

Please let me know if you have any questions about this exercise. Thanks



**EXERCISE: SMC-2-1-1-3:** Structuring and Ordering the Content

In the example table below are 13 things I want to discuss (we crossed out the third item):

In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises).	C.A.P.*  *We will complete this silver shaded column in <b>EXERCISE SMC-2-1-1-2</b>	Section*  *We will complete this gold shaded column in <b>EXERCISE SMC-2-1-1-3</b>
1: Mention the problem with our business model	YES	
2: Discuss how competitor X beats us too often	YES	
3: Show the product of competitor <b>Z</b> and compare it to ours	NO (not relevant)	
4: Discuss a weaknesses of competitor X is their operations	YES	
5: Discussion of why purchasing competitor X is smart	YES	
6: Discussion of merging with competitor X	YES	
7: Discussion of changing our marketing strategy	YES	
8: Discussion of the risk with buying competitor X	YES	
9: Discussion of financing how to buy competitor X	YES	
10: Discussion of when to buy competitor X	YES	
11: Another weakness of competitor X is their salesforce	YES	
12: Risk to changing our marketing strategy	YES	
13: In the start of speech mention that Warren Buffet quote	YES	
14: I think buying competitor X is the best strategy.	YES	

Below I explain how to complete this exercise. Please make sure to complete this exercise in the third column of the table in **EXERCISE SMC-2-1-1-1**). Please read all of the instructions below before starting the exercise thanks.

**STEP 1:** Now let's think about what buckets to put these items into so we can structure and order our speech.

I made 6 buckets as follows (put them in the right order and number them as follows):

- 1: Start of presentation (Intro part)
- 2: Topic 1: Weakness of Competitor X
- 3: Topic 2: Buying X
- 4: Topic 3: Merge with X
- 5: Topic 4: Changing our Marketing Strategy

6: End of speech (conclusion)

**STEP 2:** Now let's paste each of the 6 bucket topics in the gold column in the table we created in [EXERCISE SMC-2-1-1-1](#) as follows:

<p>In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises).</p>	<p><b>C.A.P.*</b></p> <p>*We will complete this silver shaded column in <a href="#">EXERCISE SMC-2-1-1-2</a></p>	<p><b>Section*</b></p> <p>*We will complete this gold shaded column in <a href="#">EXERCISE SMC-2-1-1-3</a></p>
1: Mention the problem with our business model	YES	1: Start of presentation (Intro part)
2: Discuss how competitor X beats us too often	YES	1: Start of presentation (Intro part)
3: Show the product of competitor Z and compare it to ours	NO (not relevant)	
4: Discuss a weaknesses of competitor X is their operations	YES	2: Topic 1: Weakness of Competitor X
5: Discussion of why purchasing competitor X is smart	YES	3: Topic 2: Buying X
6: Discussion of merging with competitor X	YES	4: Topic 3: Merge with X
7: Discussion of changing our marketing strategy	YES	5: Topic 4: Changing our Marketing Strategy
8: Discussion of the risk with buying competitor X	YES	3: Topic 2: Buying X
9: Discussion of financing how to buy competitor X	YES	3: Topic 2: Buying X
10: Discussion of when to buy competitor X	YES	3: Topic 2: Buying X
11: Another weakness of competitor X is their salesforce	YES	2: Topic 1: Weakness of Competitor X
12: Risk to changing our marketing strategy	YES	5: Topic 4: Changing our Marketing Strategy
13: In the start of speech mention that Warren Buffet quote	YES	1: Start of presentation (Intro part)
14: I think buying competitor X is the best strategy.	YES	6: End (conclusion)

This page is intentionally blank. Please go to the next page thanks

**STEP 3:** Sort the table using the gold column (please note: you can't sort in the PDF version of the workbook. You can copy and paste the table though to another program and then sort if you are using the PDF version):

If you are using the Microsoft Word version of the workbook, please look at Image #1, Image #2 and Image #3 for how to sort by the right-hand column.

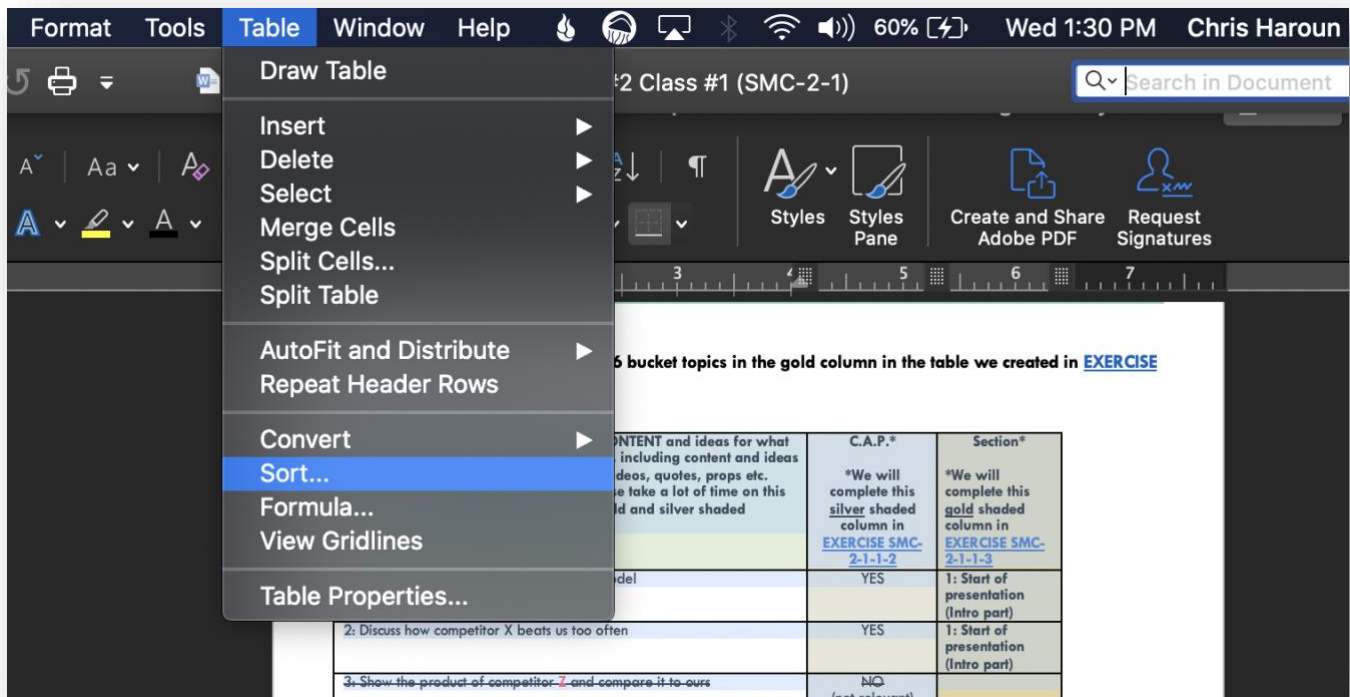
If you are using the Google Docs version of the workbook, please look at Image #4, Image #5, Image #6, Image #7, Image #8 and Image #9 for how to sort by the right-hand column.

Regardless of whether you are using the PDF, Word or Google Docs version of the workbook, please look at the page below after Image #9 to see what your **“FINAL TABLE”** will look like (meaning the one you are editing in [Exercise 2-1-1-1](#)). We will use the contents of the table you create to make the slides later (this will all make more sense in ACT 4 when we make our slides).

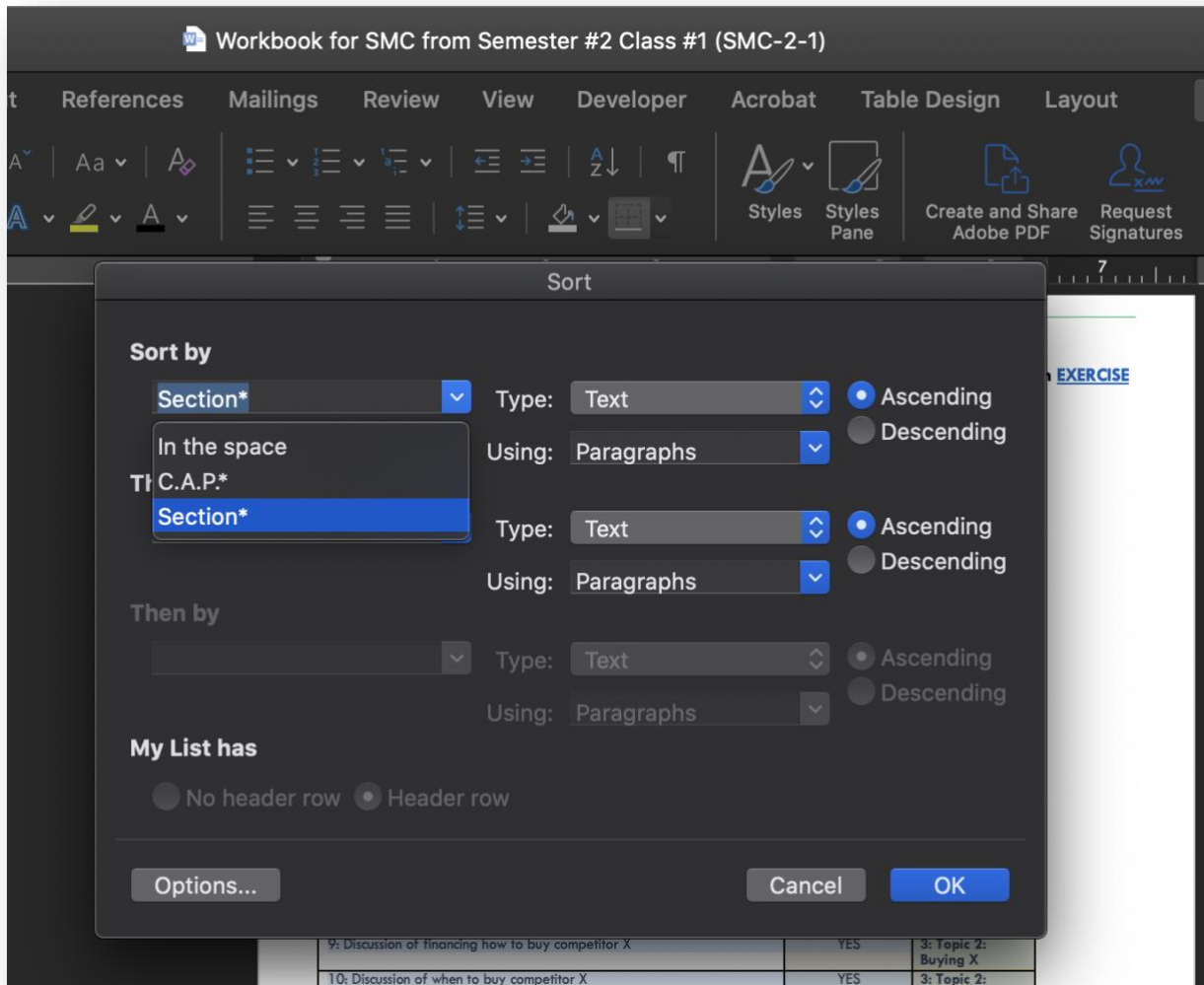
**Image #1:** Select your entire completed table per this image:

In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises).	<b>C.A.P.*</b>  *We will complete this silver shaded column in <a href="#">EXERCISE SMC-2-1-1-2</a>	<b>Section*</b>  *We will complete this gold shaded column in <a href="#">EXERCISE SMC-2-1-1-3</a>
1: Mention the problem with our business model	YES	1: Start of presentation (Intro part)
2: Discuss how competitor X beats us too often	YES	1: Start of presentation (Intro part)
<del>3: Show the product of competitor Z and compare it to ours</del>	NO (not relevant)	
4: Discuss a weaknesses of competitor X is their operations	YES	2: Topic 1: Weakness of Competitor X
5: Discussion of why purchasing competitor X is smart	YES	3: Topic 2: Buying X
6: Discussion of merging with competitor X	YES	4: Topic 3: Merge with X
7: Discussion of changing our marketing strategy	YES	5: Topic 4: Changing our Marketing Strategy
8: Discussion of the risk with buying competitor X	YES	3: Topic 2: Buying X
9: Discussion of financing how to buy competitor X	YES	3: Topic 2: Buying X
10: Discussion of when to buy competitor X	YES	3: Topic 2: Buying X
11: Another weakness of competitor X is their salesforce	YES	2: Topic 1: Weakness of Competitor X
12: Risk to changing our marketing strategy	YES	5: Topic 4: Changing our Marketing Strategy
13: In the start of speech mention that Warren Buffet quote	YES	1: Start of presentation (Intro part)
14: I think buying competitor X is the best strategy.	YES	6: End (conclusion)

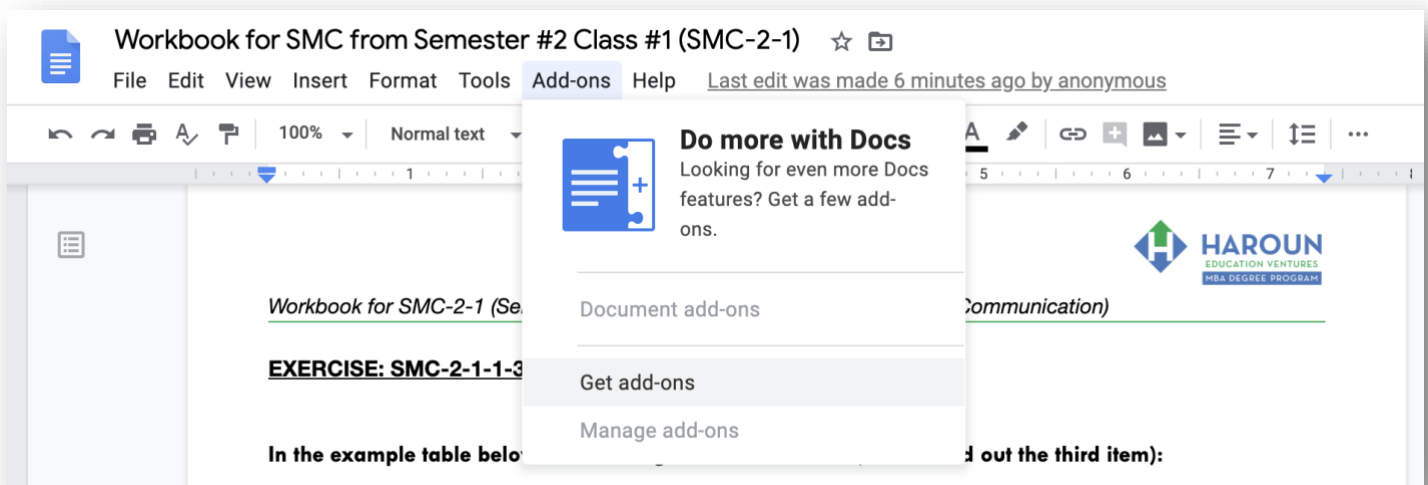
**Image #2:** Then select the Table menu item, then Sort... per this image:



**Image #3:** Then select Sort by Section in the drop-down menu per this image:

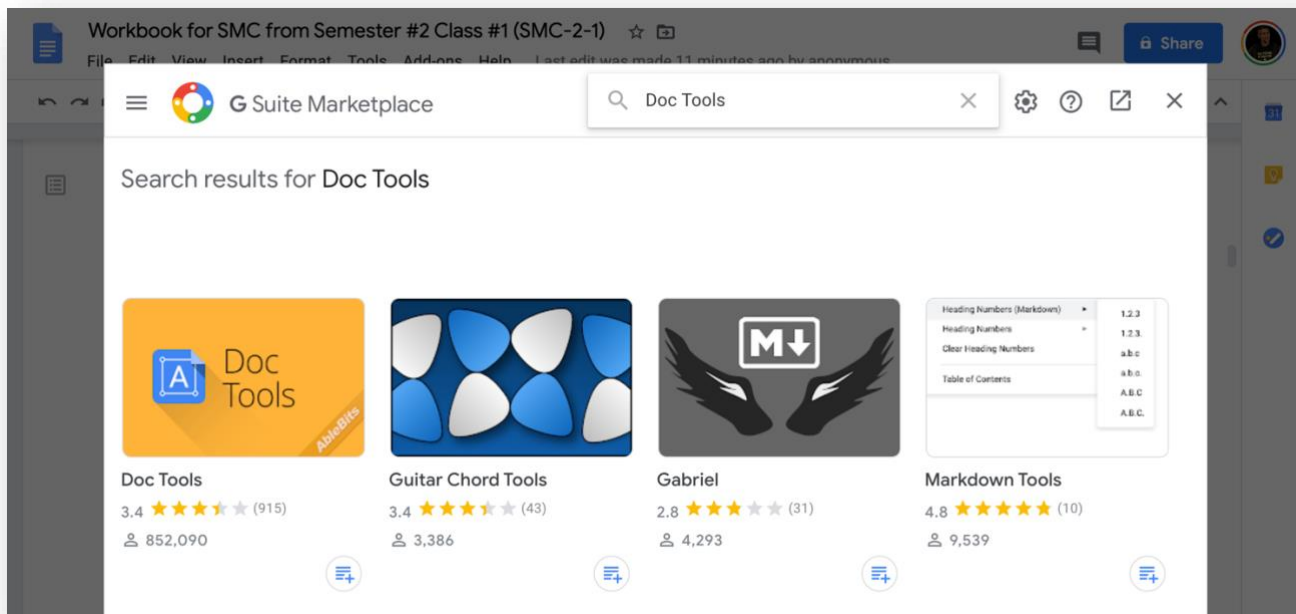


**Image #4:** For Google Docs, per the image below, there's a way to get add-ons. Go to the toolbar item called Add-ons, then select Get add-ons:

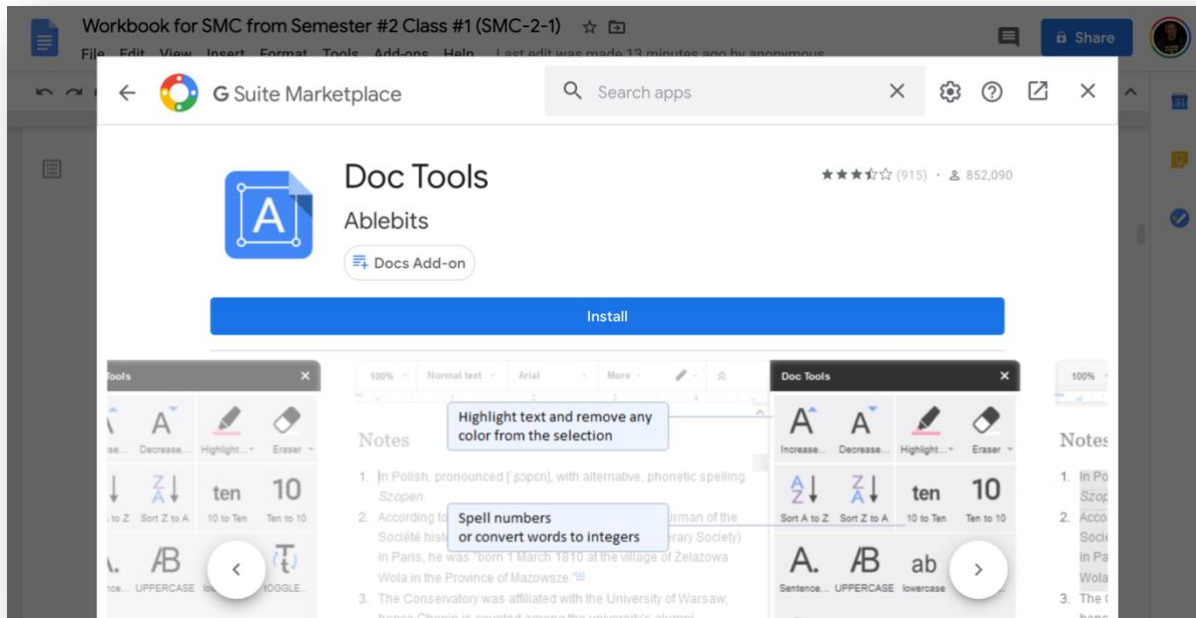




**Image #5:** Per the image below, search for Doc Tools, then select the yellow Doc Tools item in the search results.

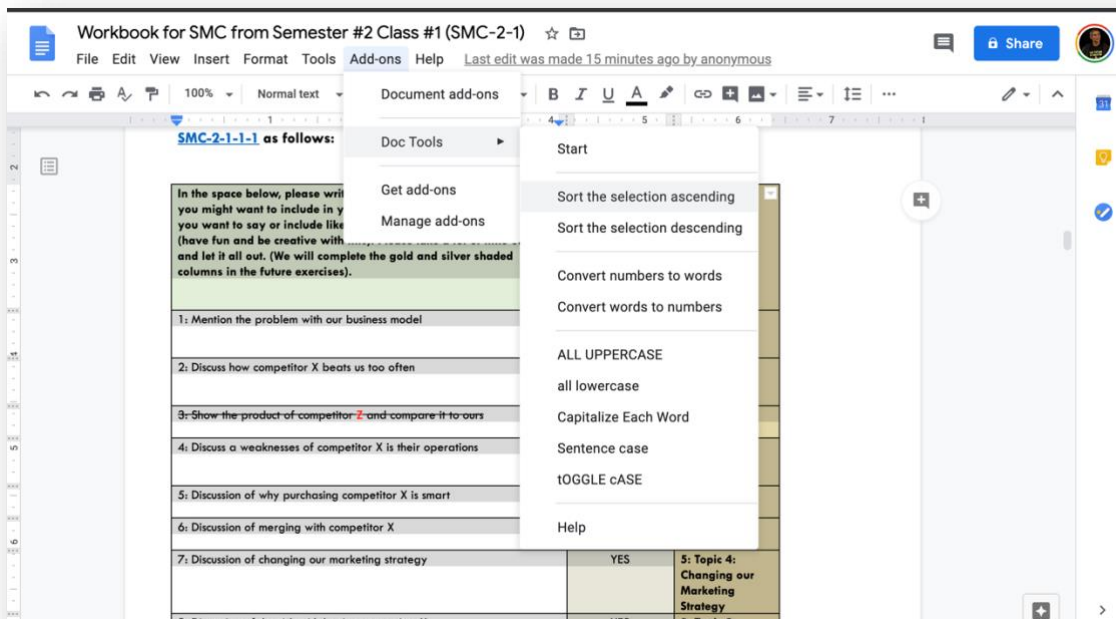


**Image #6:** Per the image below, click the blue button called Install:

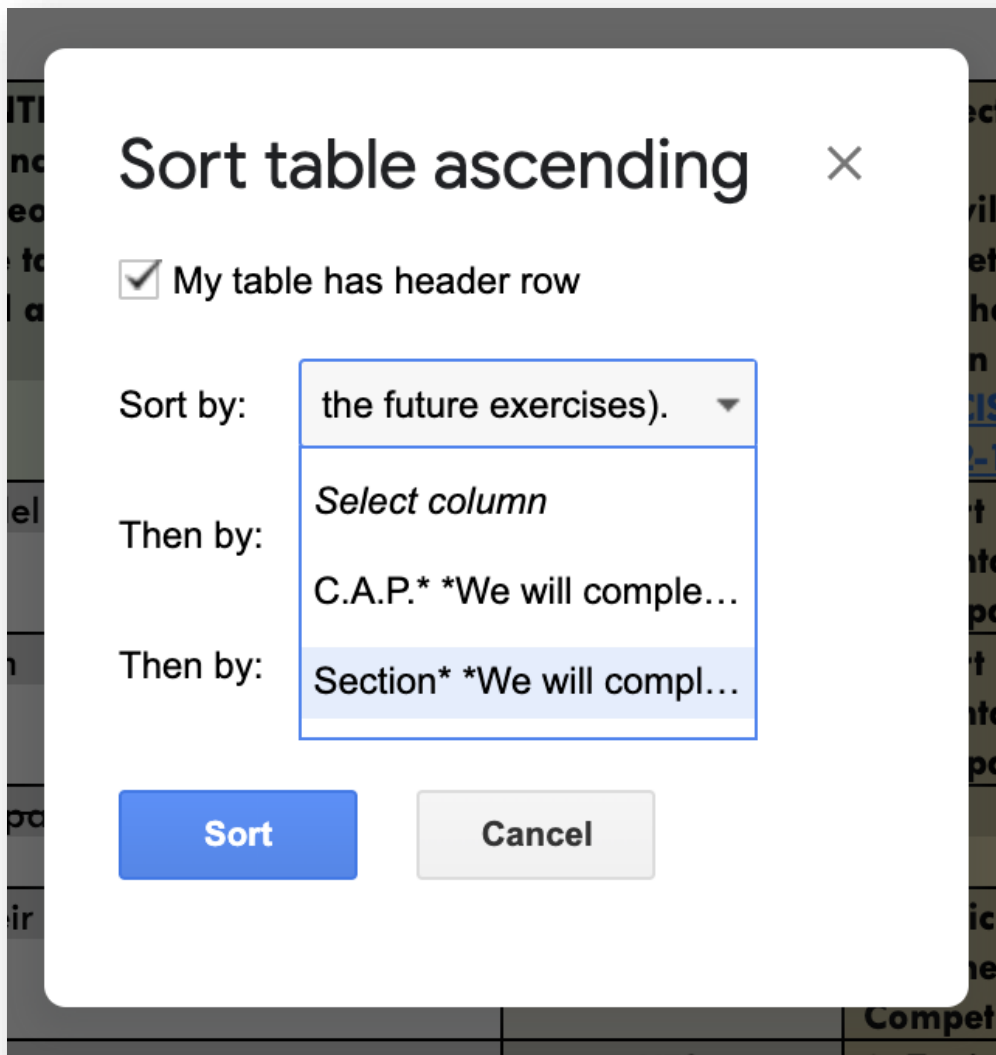


Workbook for SMC-2-1 (Semester #2 and Class #1 for Sales, Marketing & Communication)

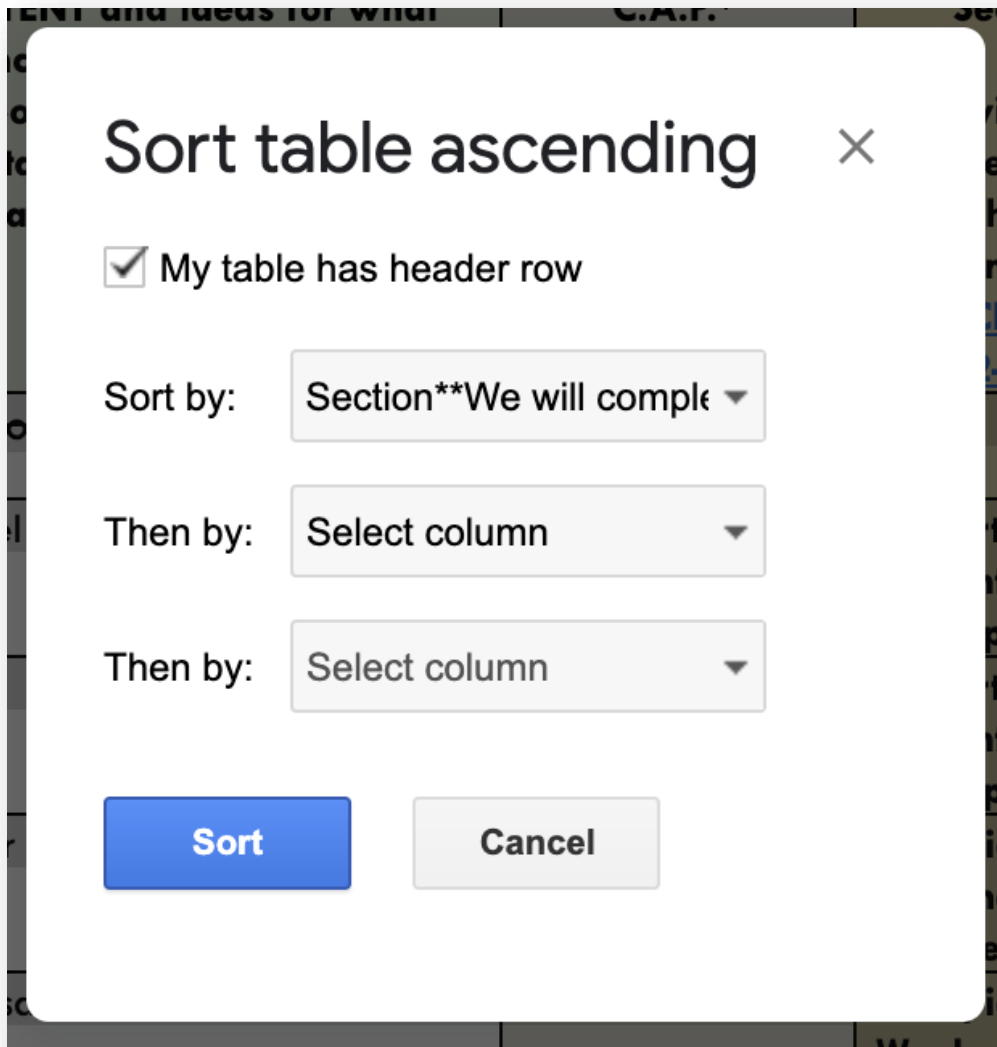
**Image #7:** Per the image below, click the Add-ons menu, then select Doc Tools, then select Sort the selection ascending:



**Image #8:** Per the image below, click the check-box called My table has a header row. Then select the Sort by drop-down box and select “Section\* &We will compl...”



**Image #9:** Per the image below, click the blue Sort button.



Now your **“FINAL TABLE”** is sorted and you have your outline for your presentation (per the example in the table below):

<p>In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises.</p>	<p><b>C.A.P.*</b>  *We will complete this <b>silver shaded column</b> in <b>EXERCISE SMC-2-1-1-2</b></p>	<p><b>Section*</b>  *We will complete this <b>gold shaded column</b> in <b>EXERCISE SMC-2-1-1-3</b></p>
3: Show the product of competitor <b>Z</b> and compare it to ours	NO (not relevant)	
1: Mention the problem with our business model	YES	<b>1: Start of presentation (Intro part)</b>
2: Discuss how competitor X beats us too often	YES	<b>1: Start of presentation (Intro part)</b>
13: In the start of speech mention that Warren Buffet quote	YES	<b>1: Start of presentation (Intro part)</b>
4: Discuss a weaknesses of competitor X is their operations	YES	<b>2: Topic 1: Weakness of Competitor X</b>
11: Another weakness of competitor X is their salesforce	YES	<b>2: Topic 1: Weakness of Competitor X</b>
5: Discussion of why purchasing competitor X is smart	YES	<b>3: Topic 2: Buying X</b>
8: Discussion of the risk with buying competitor X	YES	<b>3: Topic 2: Buying X</b>
9: Discussion of financing how to buy competitor X	YES	<b>3: Topic 2: Buying X</b>
10: Discussion of when to buy competitor X	YES	<b>3: Topic 2: Buying X</b>
6: Discussion of merging with competitor X	YES	<b>4: Topic 3: Merge with X</b>
7: Discussion of changing our marketing strategy	YES	<b>5: Topic 4: Changing our Marketing Strategy</b>
12: Risk to changing our marketing strategy	YES	<b>5: Topic 4: Changing our Marketing Strategy</b>
14: I think buying competitor X is the best strategy.	YES	<b>6: End (conclusion)</b>

We will use the contents of the table you create to make the slides later (this will all make more sense in ACT 4 when we make our slides).

**TOPIC 2 OF 3: SMC-2-1-2: ACT 3: CONTENT: Scene 3: Beating Writer’s Block & ENDING Your Presentation**

Please go to this website during topic 1 when Chris asks you to and spend 1 minute watching this video:  
Thanks:

<https://www.youtube.com/watch?v=BDsv138RcU0&feature=youtu.be&list=RDULY436FJOAw&t=142>

This next video is something you can watch after class (or listen to) in order to get into your brilliant creative state: <https://www.youtube.com/watch?v=5LXhPbmoHmU>

**Optional: Type your notes for Topic #2 in this box:**

**Optional: How can you apply what you have learned about Topic #2 today to enhance your career (or to make you happier and more successful in general)?**

**Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #2.** If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #2. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #2, please look at the first page of this document to see what he will discuss in Topic #3 (in case your question will be addressed during Topic #3). Thanks:



**EXERCISE: SMC-2-1-2-1: Beating Writer's Block**

In order to beat writer's block and get in that ideal state of mind to create, please think of a moment in your life when you were incredibly creative when you wrote an essay or a speech or a piece of music etc. Please complete the following questions:

I was in an ideal state when I created/wrote this:

The approximate date was:

*Workbook for SMC-2-1 (Semester #2 and Class #1 for Sales, Marketing & Communication)*

---

The exact location was:

Was there any background noise or music? If so, what was it?

If you can remember, write down how you felt then:

If you can remember, what were some additional reasons that were your creative then?

What limiting beliefs do you have right now that might hurt your ability to be creative right now?

What can you do to obliterate these limiting beliefs right now?

What are 5 additional things can you do right now in order to get back into that ideal creative state right now?

1)

2)

3)

4)

5)

Take that walk to eliminate writer's block!



**EXERCISE SMC-2-1-2-2:** Ending your presentation

In SMC-1-2 we discussed in a lot of detail many different ways to *start* your presentation. This exercise will help you create an impactful and perfect way to *end* your presentation. You can end your presentation with one of the options that we cover below or several of them. This will make a lot more sense once you have completed this exercise. Please just skip questions that are not applicable to the speech that you are giving. Thanks

I want you to do 3 simple things that will help us with the ending or the conclusion portion of your speech:

1: Write down 1 sentence on who your audience is. (Please see your answers from SMC-1-2 and copy and paste them here.):

2: [Optional] Write down a few emotions that you want your audience to feel. (Please see your answers from SMC-1-2 and SMC 1-3)

Emotion #1:

Emotion #2:

Emotion #3:

3: Write down 1 sentence on the purpose of your speech. (Please see your answers from SMC-1-2 and SMC-1-3.):

4) Now write down people or organizations you might consider thanking at the end of your speech (you can always remove some of the people/Organizations listed below while preparing the final version of your speech 😊)

People/Person/Organization to thank #1:

People/Person/Organization to thank #2:

People/Person/Organization to thank #3:

People/Person/Organization to thank #4:

People/Person/Organization to thank #5:

People/Person/Organization to thank #6:

People/Person/Organization to thank #7:

People/Person/Organization to thank #8:

People/Person/Organization to thank #9:

People/Person/Organization to thank #10:





# STAND OUT FROM THE STACK

OUR OVERSIZED BUSINESS CARDS OFFER **ADDITIONAL HEIGHT**, PERFECT FOR STANDING OUT OF ANY PILE!

OVERSIZED CARDS: **3.50" X 2.16"**  
STANDARD CARDS: **3.50" X 2.00"**




Workbook for SMC-2-1 (Semester #2 and Class #1 for Sales, Marketing & Communication)



**Smart Flyers™**

**Business Success Seminar**

**Three Wednesday Mornings that will improve your Bottom Line. For Free.**

**Three Wednesday Mornings that will improve your Bottom Line. For Free.**

**The CEOs of Networking**  
March 21 - 9-11 AM  
There are so many groups and meetings, but as the life time Member of the Lone Star College Small Business Development Center and partner of Business Success Seminar, help you determine which networking opportunities to join, how many to join, and how to work them for maximum effectiveness.

**Social Media - Trend or Blip on the Radar?**  
March 28 - 9-11 AM  
Scott Craig of MyMedia shows how Facebook, LinkedIn, MySpace and Twitter can help to drive and how you can use them to grow your business.

**Online - All About Client Lists**  
April 4 - 9-11 AM  
Ken Oringer of MyMagix USA shows you how to make the most of LinkedIn, USA, a large database of business and company, available at your library. Expand your business by identifying key prospects and companies with contact names, titles, phone, employee size and more.

Sessions meet at LSC-Tomball Community Library, Room L129  
No pre-registration required. Drawing for prizes.

For more information contact  
Karen Cavallaro 832.482.1057  
karen.cavallaro@lonestar.edu  
LoneStar.edu/SBDC  
facebook.com/LoneStarCollegeSBDC

For more information contact  
Karen Cavallaro 832.482.1057  
karen.cavallaro@lonestar.edu  
LoneStar.edu/SBDC  
facebook.com/LoneStarCollegeSBDC



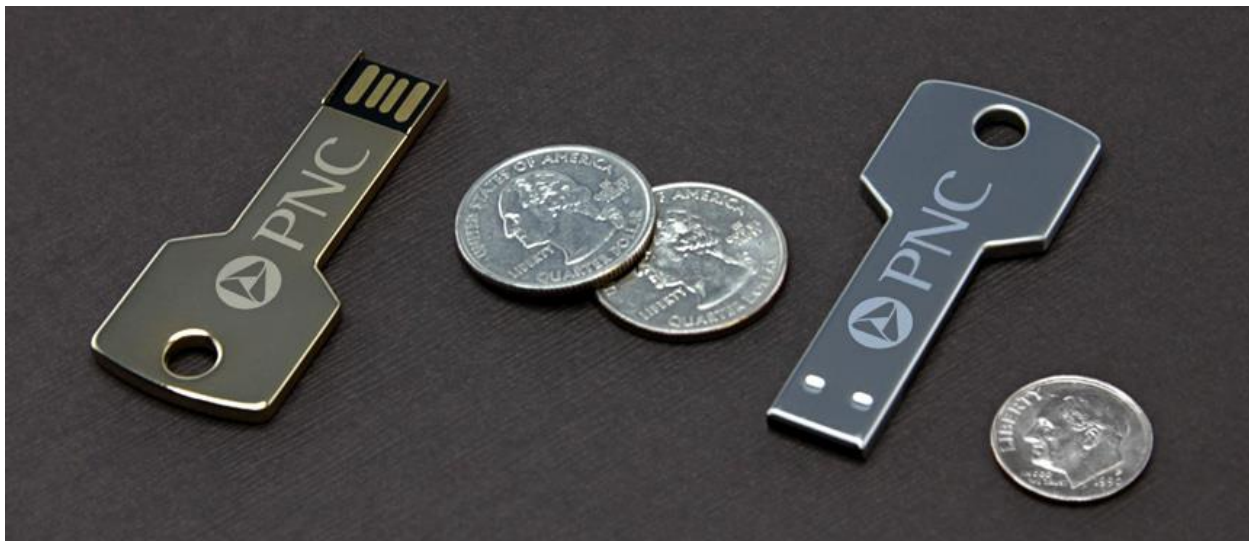
**Smart Business Cards™**

**Easy as 1-2-3!**

1. Tear off USB tab
2. Fold along the line
3. Plug into USB port

GREY WALKER  
OFFICE OF HEALTH AND TALENT SERVICES  
818 - 884 - 8043  
PHOTO TALENT  
GREY.WALKER@OKSTATE.EDU  
SMALL BUSINESS







You can even email your PDFs if they are small enough and here is an amazing free way to make your HUGE PDFs small. The PDF version of the success journal that you downloaded for this course was HUGE until I compressed it with this amazing free PDF compressor:

<https://www.pdfcompress.com/>

[Optional]: Do you have business cards and USB tokens in your pocket and what should you include on the USB tokens after you give your speech (to give away to potential massive customers...if applicable)?

Yes or No. Comments:

[Optional]: Did you mention your contact details when you ended the presentation? Please don't forget to immediately connect using LinkedIn with all contacts that you met the day of your presentation. Did you do this?

Yes or No. Comments:

I want you to memorize the first few words of the ending portion of your speech. Why? Because sometimes you have to end a speech early for whatever reason that is out of your control like someone tells you during your speech that we are running short on time. In this case you say your closing line and if it's a business speech end with the call to action meaning asking for the sale or listing your contact details or asking potential customers to approach you right now [strike while the iron is hot and while you have their attention].

Here are a few words to use to start the end your speech – and you can always use these as a crutch go to if, for some reason, your speech must end now. Here are 5 examples:

- 1: The bottom line is...
- 2: In conclusion...
- 3: And so The best solution or recommendation is...
- 4: Our next steps are....
- 5: We talked about [topic 1, topic 2, and topic 3 or whatever structure you used] and the best approach to take is....

Before we complete this current exercise for how to end your speech, please review SMC-1-3 if you want to end your speech with one of the following:

- 1: A quote (I included 150 quote example)
- 2: A video
- 3: A relevant fact or personal story
- 4: A historical event (that is relevant as always of course)
- 5: An outline of your speech (for example, "We talked about X, Y and Z and the bottom line is...)
- 6: An image...I included 30 examples in exercise #4 including this one on how to make memes:

*[We will copy and paste the contents of yellow shaded boxes, such as this one, later in the course when we create our slides.]*

Lastly, please write your concluding sentence(s) here – you can combine several different ways to end your speech as mentioned over the last few pages. For example: “Per this image, the bottom line is... Please let me know if you have any questions or if you are interested in learning more about my product, please approach me after the Q&A\* session is done. I want to conclude my speech by thanking you all for your time and....”

My concluding sentence(s) is(are):

Type your concluding sentence(s) here.

*\*Please note that we will cover how to prepare for and how to conduct a Q&A session in Act 7.*

Please write down additional comments, images etc that you might also want to say/include to end your speech by completing the applicable questions below. Please feel free to complete multiple questions below if you are considering ending your speech with more than 1 strategy.

(We will use your answers in this yellow box when we create our slides later in the course in ACT #4. If you are not yet sure which approach is best to end your speech, then answer a few of the questions below. Thanks):

1) If you are ending your speech by thanking people or organizations, then please write which people/organizations that you want to end your speech with here:

Type here.



3) If you are ending your speech with a quote, then please write down the quote here:

Type here.

5) If you are ending your speech with a historical event (that is relevant as always of course), then please write it down here:

Type here.

7) If you are ending your speech with a powerful image, then please insert your image here [if you are using the PDF version of the workbook, then instead of inserting the image below, write down the location of the image on your computer/device in the box below]:

INSERT  
IMAGE or MEME  
HERE

Type the location of the image file here.

**TOPIC 3 OF 3: SMC-2-1-3: SMC-2-1-3: ACT 3: CONTENT: Scene 3: Part 2: Creating A Great Title for Your Speech**

**Optional: Type your notes for Topic #3 in this box:**

**Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?**

**Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #3.** If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you).Thanks:

**EXERCISE SMC-2-1-3-1: Creating a GREAT Title for Your Presentation**

For this exercise – if your speech was a movie and you had to come up with a title, what type of movie would it be? Would it be a drama, a documentary, a comedy, or a different genre of film:

Movie type:

Next, please recall the target audience of your speech and the purpose of your speech (from SMC-1-2):

.

*Workbook for SMC-2-1 (Semester #2 and Class #1 for Sales, Marketing & Communication)*

---

Make sure your speech title covers at least 2 of the items from the C.I.D.E.R. categorization that we covered earlier in today's class.

Now please create 3 catchy titles that are 70 characters or less (as this is half the length of an old school tweet and you might tweet a 70-character intro to your speech):

Title a)

Title b)

Title c)

*Workbook for SMC-2-1 (Semester #2 and Class #1 for Sales, Marketing & Communication)*

---

Now email 10 friends that are representative of the target audience of your speech and send them all 3 of your catchy titles listed above, along with the purpose of your speech and the audience and ask them to rank your titles (or pick the best one).

10 friends you will ask to rank your titles are:

1)

2)

3)

4)

5)

*Workbook for SMC-2-1 (Semester #2 and Class #1 for Sales, Marketing & Communication)*

---

6)

7)

8)

9)

10)

## **HOMEWORK**

After this lecture, please complete any exercise(s) in this workbook that you have not yet completed (if applicable) and the quiz associated with this lecture. The quiz is always in the last lecture for each class.  
Thanks