

class #9

- quiz 3 returned
- clip of the day
- jokes
- persuasive requests (p. 49): dr. reed
(dr. reed final due 5/3)
- figures of speech & the identity
strategy
- business plan structure

clip of the day



figures of speech

rhetoꝛical questions

Books are useless! I only ever read one book, *To Kill A Mockingbird*, and it gave me absolutely no insight on how to kill mockingbirds! Sure it taught me not to judge a man by the color of his skin . . . but what good does that do me?—Homer Simpson

epiplexis

questions meant to shame
your listener

Are you nuts?

Haven't I been good to you?

Does anybody read books anymore?

hypophora: ask a question
then immediately answer
it

"What makes a king out of a slave?
Courage! What makes the flag on the mast
to wave? Courage! What makes the elephant
charge his tusk in the misty mist, or the
dusky dusk? What makes the muskrat guard
his musk? Courage --Cowardly Lion

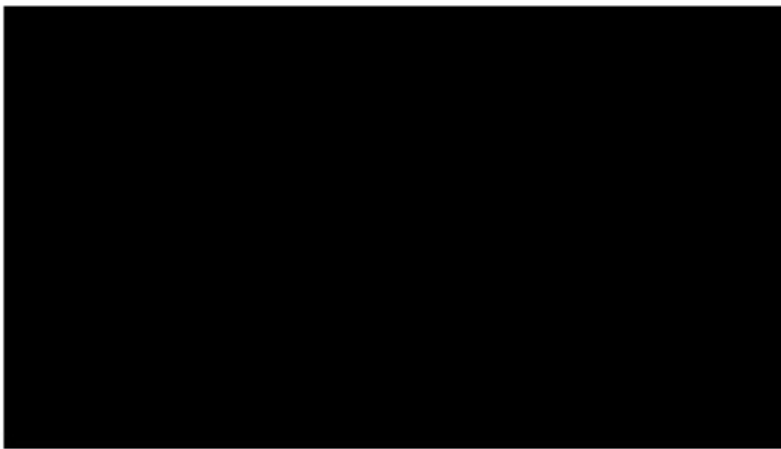
Over? Did you say 'over'? Nothing is over until we decide it is! Was it over when the Germans bombed Pearl Harbor? Hell no!

Is this any way to run an airline? You bet it is.

erotesis: a question, or series of questions asked one after the other, that infuse energy and awaken attention. It's meant to produce a powerful impression of the truth of a subject.

"Was I not born in the realm? Were my parents born in any foreign country? Is not my kingdom here? Whom have I oppressed? Whom have I enriched to other's harm? What turmoil have I made in this commonwealth that I should be suspected to have no regard to the same?" Queen Elizabeth I

aren't you glad you use
dial? [soap] don't you
wish everyone did?



identity strategy

- uses demonstrative rhetoric: mends fences and builds team mentality and group cohesiveness
- code grooming: commonplaces for one group but not for another, e.g., "states rights"

bushisms

"A great Bushism is a work of art-- neither an accurate representation of reality nor an appeal to logic, but a series of impressions that brings Bush closer to the group he wants to appeal to." --Jay Heinrich

bushisms

I know what I believe. I will continue to articulate what I believe and what I believe--I believe what I believe is right.

Families is where our nation finds hope, our wings take dream.

We look forward to hearing your vision, so we can more better do our job.

what's the take away?

often it's more about the connotation and mood of your words--not the logic of them

rational & ineffective:

don't be scared. [scolding]

there aren't any monsters under the
bed. [you moron]

logic-free & effective:

you're safe. I'll be safe here,
protecting you, in your own warm bed.

advice to guys. . .

. . . and girls,
too . . .

sometimes your signif.
other has a problem

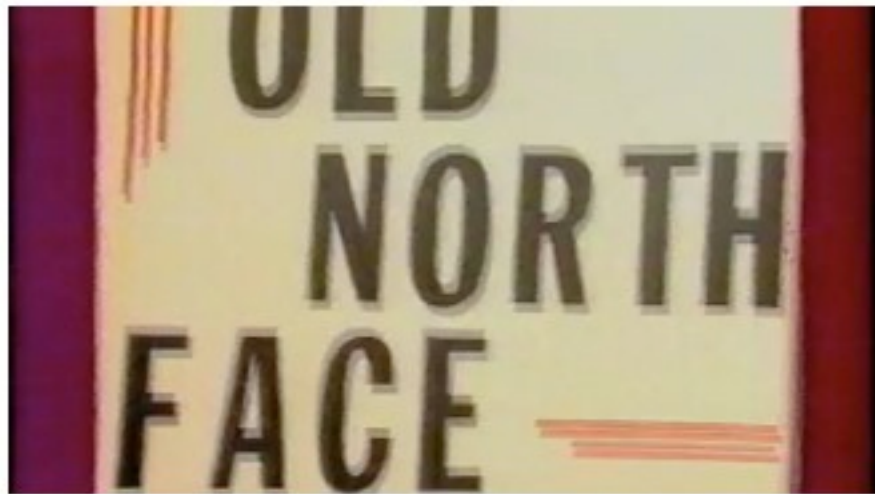
but

he or she doesn't want to
hear rational, sensible
solutions

it's enough to listen and
make soothing noises

it's monkey grooming, but
it works

because it's what's
called for



OLD
NORTH
FACE

business plan structure

1-opening

- establish basic concept
- preview/group intro
- focus on investor interests

2-market opportunity

- prove there's a problem or need in the marketplace not being adequately met
- identify your target market-- primary & secondary
- talk about current and future competition

3-business product/service description

- prove your solution effectively solves the market problem
- give vivid, compelling descriptions about how your product/service delivers--primary & secondary benefits
- use lots of pictures and graphic support.

4-market strategy

- talk more strategy than tactics
- relate different strategies to primary & secondary target markets
- don't do laundry lists. Invite us into your thought process.

5-revenues & expenses

- prove you will make money
- be clear about assumptions for revenues and expenses.
- when will you break even?

6-investor offering

- what is it: explain terms clearly
- stress primary & secondary benefits

7-closing pitch

- sum up and integrate key arguing points
- make it compelling and memorable

8-q & a

- anticipate likely audience questions
- have slides prepared to support answers

work plan

schedule/division of labor:

- figure out what your work load is and divvy it up.
- set deadlines for all tasks.
- work back from d-date, and make it detailed and practical
- contract idea