

## class #10

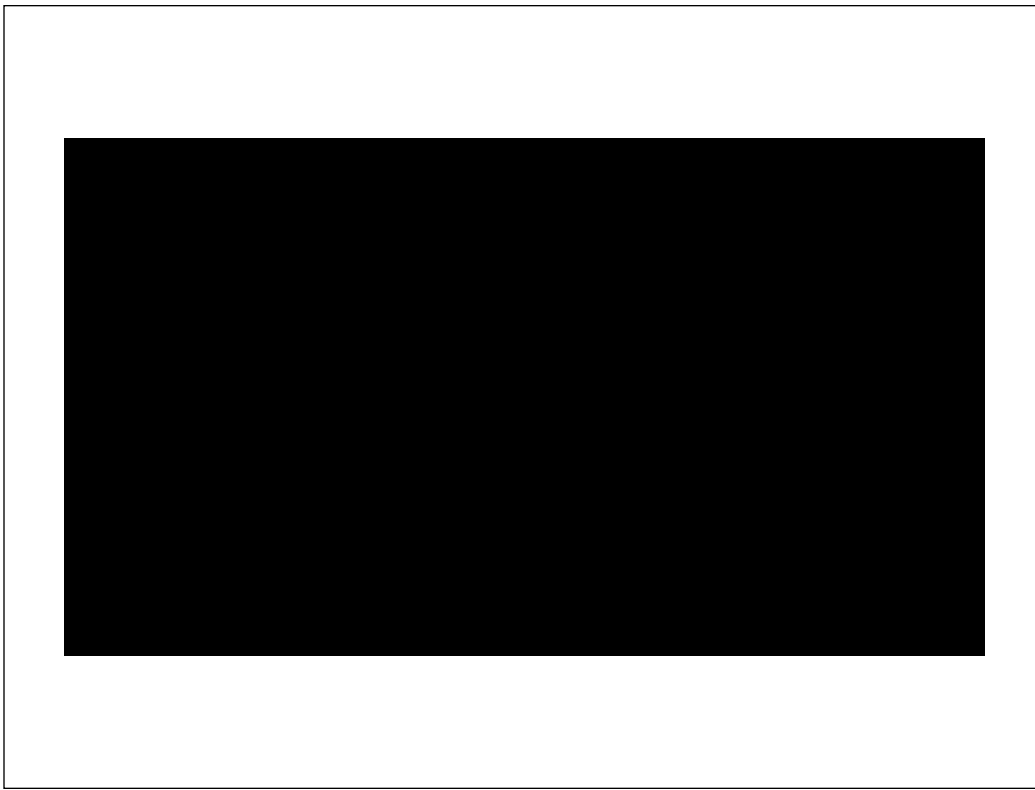
- quiz
- return hilda black
- clips of the day
- figures of speech
- reed workshop
- business plan content

# hilda

- uses "cheeseburger" strategy
- effective, clear, easy-to-understand development
- does buffer theme make sense?
- are the reasons easy to understand and get hilda to see it from your point of view
- is there a gesture that moves the relationship forward
- are sentences clear and fluent?
- are usage and mechanics solid?

clips of the day





# rhetorical considerations

- *kairos*
- figures of speech

figures of speech

repetition

anaphora: [*uh-naf-er-uh*]

repetition that occurs when the first word or set of words in one sentence, clause, or phrase is/are repeated.



I want to shake off the dust of this one-horse town. I want to explore the world. I want to watch TV in a different time zone. I want to visit strange, exotic malls. I'm sick of eating hoagies! I want a grinder, a sub, a foot-long hero! I want to LIVE, Marge! Won't you let me live? Won't you, please?" -*Homer Simpson*

We shall not flag or fail. We shall go on to the end. We shall fight in France, we shall fight on the seas and oceans, we shall fight with growing confidence and growing strength in the air, we shall defend our island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills. We shall never surrender. --  
*Winston Churchill*

epistrophe: [eh-PISS-truh-FEE]

repetition that occurs when the last word or set of words in one sentence, clause, or phrase is repeated one or more times at the end of successive sentences, clauses, or phrases.

For when we have faced down impossible odds, when we've been told we're not ready or that we shouldn't try or that we can't, generations of Americans have responded with a simple creed that sums up the spirit of a people: Yes, we can. Yes, we can. Yes, we can.

It was a creed written into the founding documents that declared the destiny of a nation: Yes, we can.

It was whispered by slaves and abolitionists as they blazed a trail towards freedom through the darkest of nights: Yes, we can.

It was sung by immigrants as they struck out from distant shores and pioneers who pushed westward against an unforgiving wilderness: Yes, we can.

--*Barack Obama*

"The time for the healing of the wounds  
has come. The moment to bridge the  
chasms that divide us has come."--Nelson  
Mandela

**symploce:** [SIM-ploh-see]

repetition that combines [anaphora](#) and [epistrophe](#) in which the first and last word or words in one phrase, clause, or sentence are repeated in one or more successive phrases, clauses, or sentences; repetition of the first and last words in a clause over successive clauses.

We want freedom by any means necessary. We want  
justice by any means necessary. We want equality  
by any means necessary.

--Malcolm X

My brother need not be idealized, or  
enlarged in death beyond what he was in  
life, to be remembered simply as a good  
and decent man,

who saw wrong and tried to right it,  
saw suffering and tried to heal it,  
saw war and tried to stop it.-- Ted  
Kennedy, *Eulogy for Robert F. Kennedy*



dr. reed

business plan

# 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

define issues:

- name of company &
- what it does
- how much capital and target investor

# 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