

class #13

- clip of the day
- raising sensitive issues
- persuasive talk tips
- figures: opposites
- more on content: openings

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clip of the day

2

dr. reed

3

opening: about creating receptive space

problem: dramatize need

solution: primary benefit punchline--
secondary benefits??

no letterhead on second page

4

due to the fact that = because

5

Joining the network will give you access to many benefits.

If you join the network, you will have access . . .

6

Over time, the reason these doctors failed became clear. It was because they charged standard medical fees.

I soon learned that these doctors failed because they charged standard fees.

7

The only requirement he made was that we perform some expensive procedures for free.

He only required that we perform some procedures for free.

8

raising sensitive issues

9

Raising the Issue

1. agree to have conversation.
2. identify issue.
3. ask questions.
4. state where you agree
5. state where you disagree.
6. diffuse blame
7. agree on a solution.
8. make nice.

10

Taking Criticism

1. understand the problem
2. look for places to agree
3. accept or reject the criticism
- 4a. if you accept, agree on a solution
- 4b. if you reject, explain why

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persuasive talk

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The Magic Four Needs:

1. Physical health & safety: security
2. Love & belonging: identity
3. Desire & self Interest: autonomy, freedom
4. Hope in a better future: meaning

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figures of speech

(opposites)

purpose: create tension, compare & contrast

14

antithesis:

not this, but that

(jh calls it 'syncrisis')

15

love is an ideal thing; marriage is a real thing.

16

it's not about x; it's about y.

17

it's not about making money; it's about
making connections.

18

many are called, few are chosen

19

chiasmus (key AZ mus):

a reversal in the order of words in two
otherwise parallel phrases--AB BA

20

We're prepared to place our trust in the people to reshape government. Our liberal friends place their trust in the government to reshape people. --Newt Gingrich

21

We believe that the efforts of a few can enrich the lives of many. Our friends on the right believe that the efforts of the many should enrich the few.--liberal retort

22

paradox

A statement that is self-contradictory on the surface, yet seems to evoke a truth nonetheless.

23

we had to destroy the village in order to save it.

24

to get a job, you need experience; to get
experience you need a job.

25

whoever loses his life will find it.

i can resist anything but temptation

you shouldn't go into the water until you know how
to swim

26

oxymoron

a condensed paradox

27

jumbo shrimp, pretty ugly, pragmatic
idealist, honest thief, deafening silence,
microsoft works, military intelligence

28

irony

to say something and mean something else

29

The loose 'use of irony and ironically, to mean an incongruous turn of events, is trite. Not every coincidence, curiosity, oddity and paradox is an irony, even loosely. And where irony does exist, sophisticated writing counts on the reader to recognize it."

(Bob Harris, "Isn't It Ironic? Probably Not." The New York Times, June 30, 2008)

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situational irony

developers destroy a fox habitat and call the housing development they build "Fox Fields."

a man avoids getting sprayed by a passing car falls into a pond

Oedipus vows to find the murderer of his father not knowing that it was he who killed him

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rhetorical irony--

referring to a tall person: now there's a midget for you (sarcasm)

I've told you a million times not to exaggerate. (hyperbole)

said of an amputated leg: it's just a flesh wound

She's not a day over 103.

(litotes--understatement)

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a word about openings in business plan

33

Openings:

Ethos, Ethos, Ethos

1. Use identity strategy: jokes, code, trust, likability
2. Surprise or shock: defy expectations
3. Ask questions: Simon Sinek
4. Tell a story: make it personal

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Sets the tone & energy level

Establishes business model/concept

Gives quick overview & introductions

35

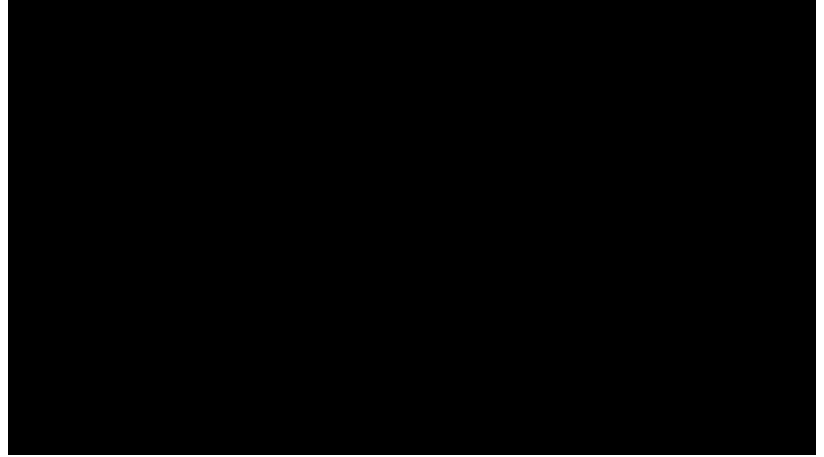
business plan: openings

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b.c. industries opening

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student openings



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