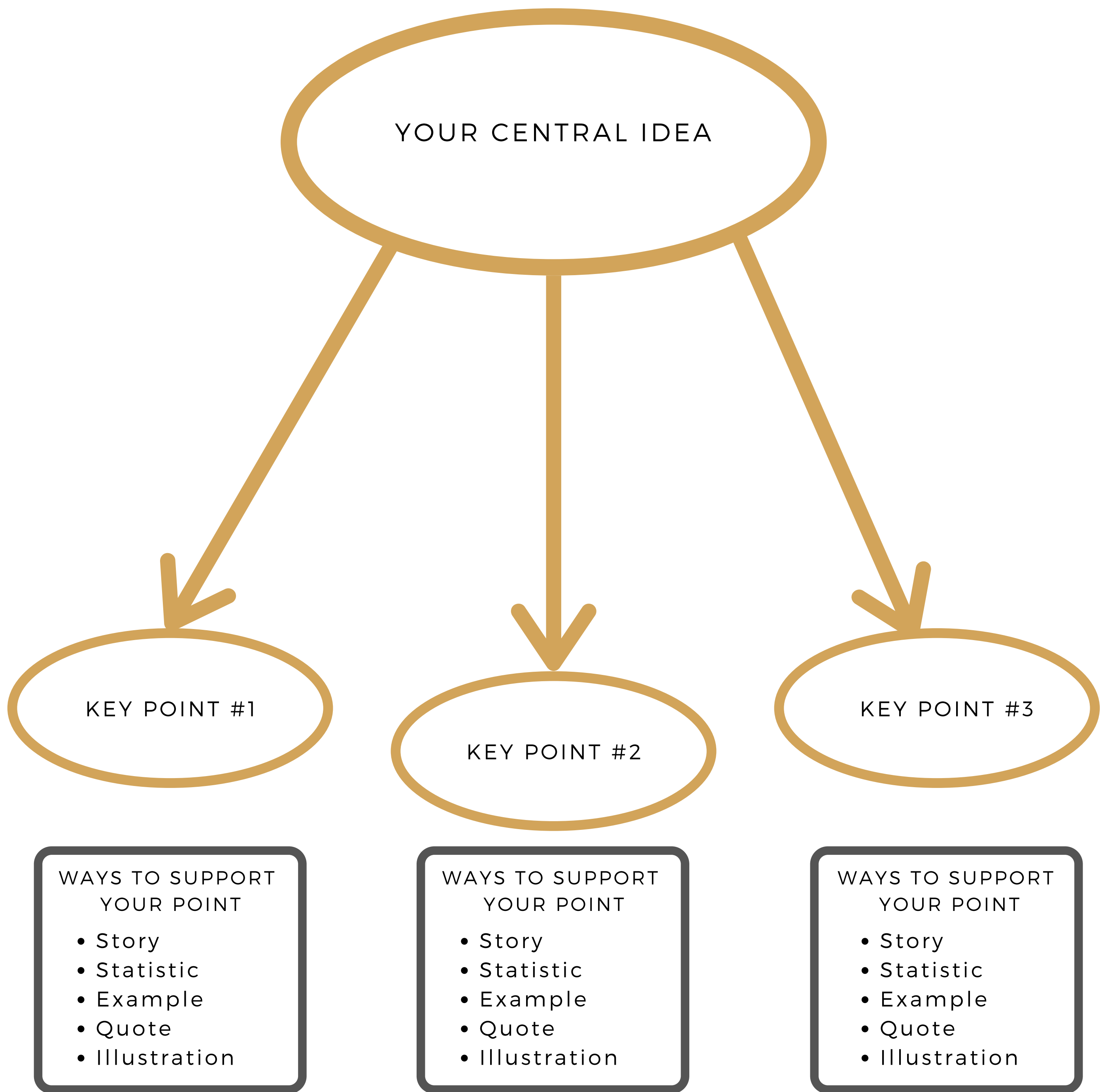


# • SHE SPEAKS WITH INFLUENCE CONTENT MAP.

Understanding the "Rule of three" can help you quickly outline your script. The rule is really simple: people can remember three pieces of information really well. More than that, and they feel overwhelmed. When you are trying to grab and keep your audiences attention in a short amount of time, keep your message simple. Sticking to three important points will help them stay with you. (BONUS: it helps you organize your thoughts in a powerful way!)



AT THE END, WHAT DO YOU WANT YOUR AUDIENCE TO:

- KNOW?
- FEEL?
- WANT?
- DO?



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