

THE BEST PRACTICES OF GREAT COMMUNICATORS



Fill in the Blank

- ▶ The message honors the _____ and _____ .
- ▶ The message honors the market with _____ .
- ▶ The message is delivered with deliberate _____ .
- ▶ The message must be _____, _____ and _____ .
- ▶ The message leads to an intended _____ and _____ .
- ▶ The message will be remembered if there are _____, _____ exposures.
- ▶ The message will be remembered if it is attached to a profound _____ .