

WHY HIRE Diane?

TO HELP YOU MAKE AN IMPACT,
BECAUSE AUDIENCES AREN'T LISTENING!

You need to...

BE SUCCINCT

DON'T GET TO THE POINT;
LEAD WITH IT

BECAUSE AUDIENCES ARE:

BORED

55 million business meetings
daily in the US

BE CLEAR

IT'S NOT WHAT YOU SAY; IT'S WHAT THEY GET

BECAUSE AUDIENCES ARE:

DISTRACTED

2,000 new apps added daily to
already in the App Store 1,250,000

BE COMPELLING

Open with energy; close with conviction

BECAUSE AUDIENCES ARE:

SIDETRACKED

Spending over 4 hours daily on mobile phones

Be Enjoyable

If you are in the room; you are part of the show

BECAUSE AUDIENCES ARE:

Exhausted

Checking email 36 times an hour, or 288 times in an 8-hour day

BE PERSUASIVE

LESS TIME ON SET-UP; MORE TIME ON PAY-OFF

BECAUSE AUDIENCES ARE:

OVERWHELMED

Daily content stream from close to 2,000 US major news media outlets

BE EMPATHETIC

FIRST MEET AUDIENCES WHERE THEY ARE;
THEN TAKE THE JOURNEY

BECAUSE AUDIENCES ARE:

Impatient

Average attention span has dropped to 8 seconds

BE SURPRISING

SHARE an astonishing or amazing anecdote

BECAUSE AUDIENCES ARE:

Thinking of Other Things

20 million products available for sale right now on Amazon Prime

BE SMART: Hire Diane

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