

## STRUCTURE FOR YOUR STORY

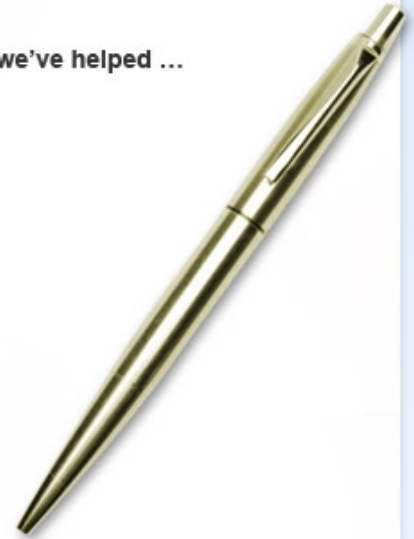
We do more than offer tips on how to pace your voice, hold your hands or channel your nerves. Beyond helping you look and sound better, we show you a precise structure designed for social media that lets you sharpen your argument and pressure test the power of your points.

### In partnership with CommCore Consulting and Boyd Group Solutions we've helped ...

Fortune 500 executives  
Small business entrepreneurs  
Cabinet secretaries  
International government and business leaders  
Sports and entertainment celebrities

Prepare for ...

Social media  
Website chats  
News interviews  
FDA presentations  
Shareholder meetings  
Congressional hearings



What points do you want to make? That's up to you. What points do you want your audience to take? Here's where we can help. Your audience only retains a fraction of what you deliver. Our tools let you maximize the power of that fraction and boost the odds that your audience takes it home.

## NEWS MEDIA & PRESENTATION PREPARATION

What structure best organizes the points you want to make? Is it the traditional "funnel" or the more time-efficient "diamond"? Our systematic approach connects your claims to tangible benefits, illustrates your points, and exposes your platitudes. By lining up the paramount interests of your paramount audience, we can help you custom build your power-point presentation, prepare for a news interview, panel discussion, web-chat, or for your testimony on Capitol Hill.

## MESSAGE DEVELOPMENT & EVALUATION

The power of your message structure is the foundation of the presentation you deliver or the interview you give. By using the "Ending" construction technique we can help you build and test that foundation.

- Our 4-stage "diamond" chart helps you establish and navigate at a glance the points you want to make. We then apply Benefit Analysis to pressure-test the power of that chart.
- We also show you the 3-part communications grid that lets you quickly connect your specific messages with your overall communications goals.

## CONTACT

LightTowermedia is a specialty communications consulting firm based in New York City with consultants in Toronto, San Francisco, and London.

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