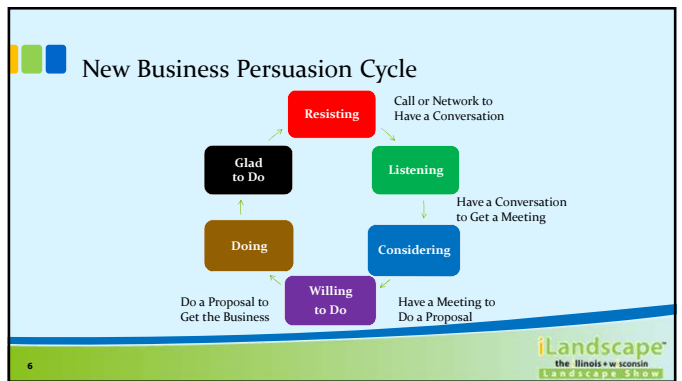
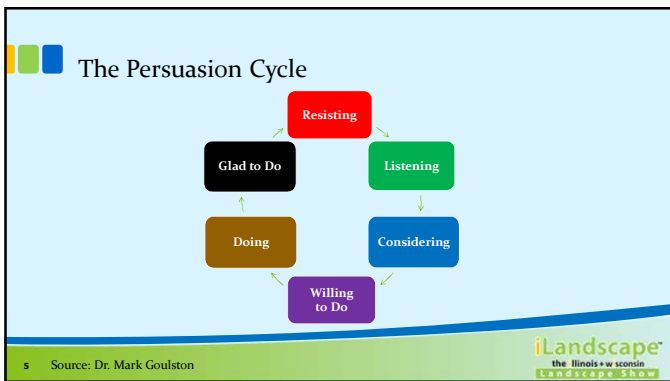
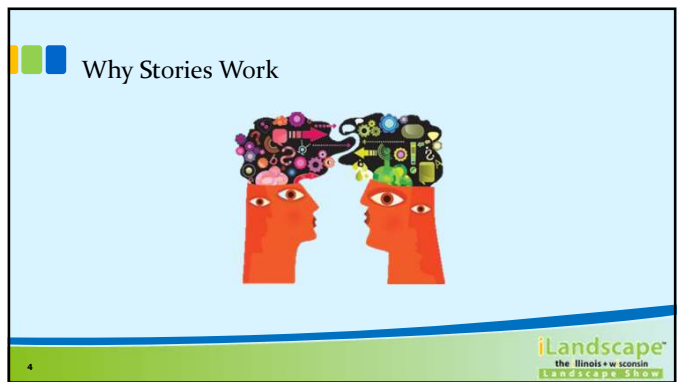


Real Talk
Tell Stories that Attract Customers


Lynne Franklin
Neuroscience Nerd, Speaker and Author




1



How We Get Information in Person




- Body Language
- Voice Quality
- Words

iLandscape
the illinois • w sconsin
Landscape Show

7


The "Looker"



iLandscape
the illinois • w sconsin
Landscape Show

8


The "Listener"



iLandscape
the illinois • w sconsin
Landscape Show

9


The "Toucher"



iLandscape
the illinois • w sconsin
Landscape Show

10


What This Means to You



iLandscape
the illinois • w sconsin
Landscape Show

11

"Who I Am" Story



iLandscape
the illinois • w sconsin
Landscape Show

12 Source: Annette Simmons

13 "Why I'm Here" Story

I am here!

iLandscape
the illinois + wisconsin
Landscape Show

14 "Teaching" Story

iLandscape
the illinois + wisconsin
Landscape Show

15 Vision Story

iLandscape
the illinois + wisconsin
Landscape Show

16 "Values in Action" Story

iLandscape
the illinois + wisconsin
Landscape Show

17 "I Know What You're Thinking" Story

iLandscape
the illinois + wisconsin
Landscape Show

18 You Learned a Lot!

iLandscape
the illinois + wisconsin
Landscape Show



Go Out and Tell Great Stories!

Get Connected:

- [LinkedIn.com/in/LynneFranklin](https://www.linkedin.com/in/LynneFranklin)
- [Youtube.com/LynneFranklin](https://www.youtube.com/LynneFranklin)
- [@LynneFranklin](https://twitter.com/LynneFranklin)
- [Tinyurl.com/LynnesBook](https://www.tinyurl.com/LynnesBook)

iLandscape
the illinois • wisconsin
landscape architects

19