

SO WHAT?

How to Communicate What Really Matters to Your Audience

The visual Table of Contents is designed to help you understand the key idea or story from each chapter of So What?



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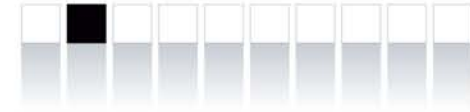
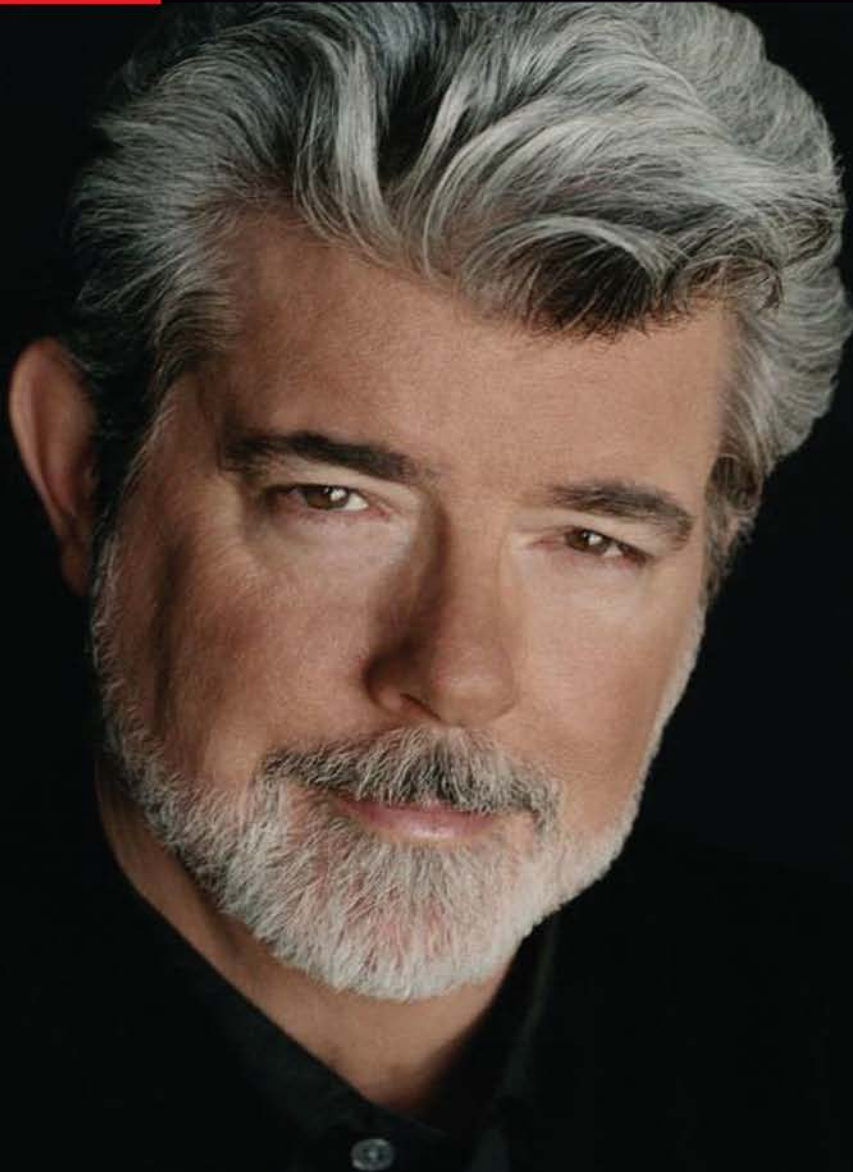
GETTING FROM
WHERE YOU
ARE TO WHERE
YOU WANT TO
BE!

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MINDSET – CHANGE YOUR THINKING, CHANGE YOUR LIFE

“WHEN YOU CHANGE THE WAY YOU LOOK AT THINGS, THE THINGS YOU LOOK AT CHANGE.” – WAYNE DYER



The strategy behind the So What Mindset is always the same—namely that you must put the needs of your audience first, no matter what you are selling, be it a product, service or movie.

The tactics you use to execute this strategy may be as different as the opening credits in Star Wars or a James Bond movie.

One of the key benefits to adopting the So What Mindset is the ability to help you stay relevant even as times change. Let's stick with the discussion of movies to make the point.

Lawrence of Arabia—winner of seven Academy Awards, including Best Picture—begins with about four minutes of music and has an intermission after the first two hours. (The film ran almost four.)

When this movie was first released in 1962, sitting in the theater and waiting four minutes may have been appropriate. Watching that movie today, staring at a black screen for four minutes while listening to music — even music as good as Maurice Jarre's (who won an Oscar for it) seems like an eternity.

Not even the most clueless movie director would begin a film this way today. Literally, there is no way an audience would sit still for it.