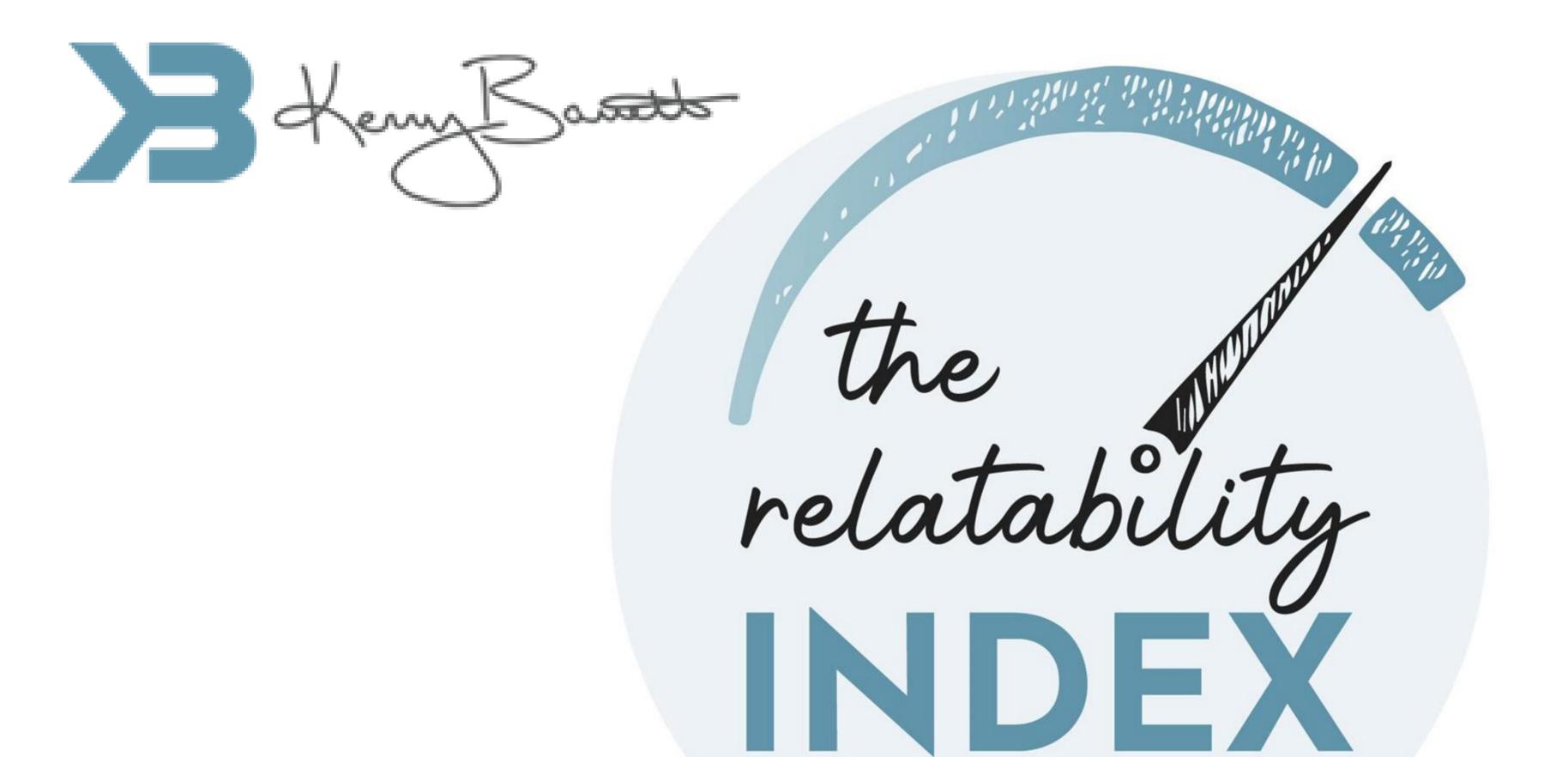
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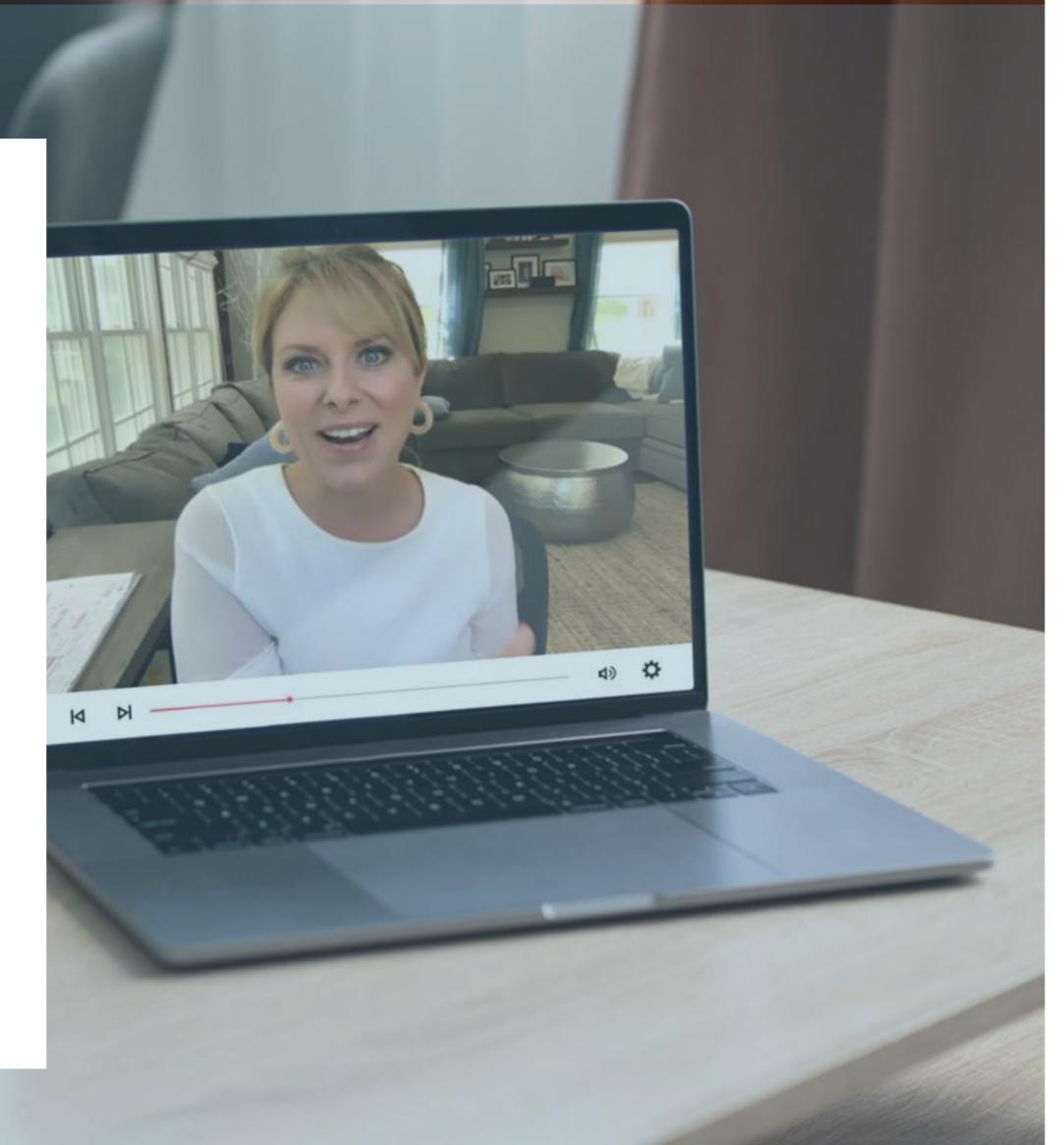


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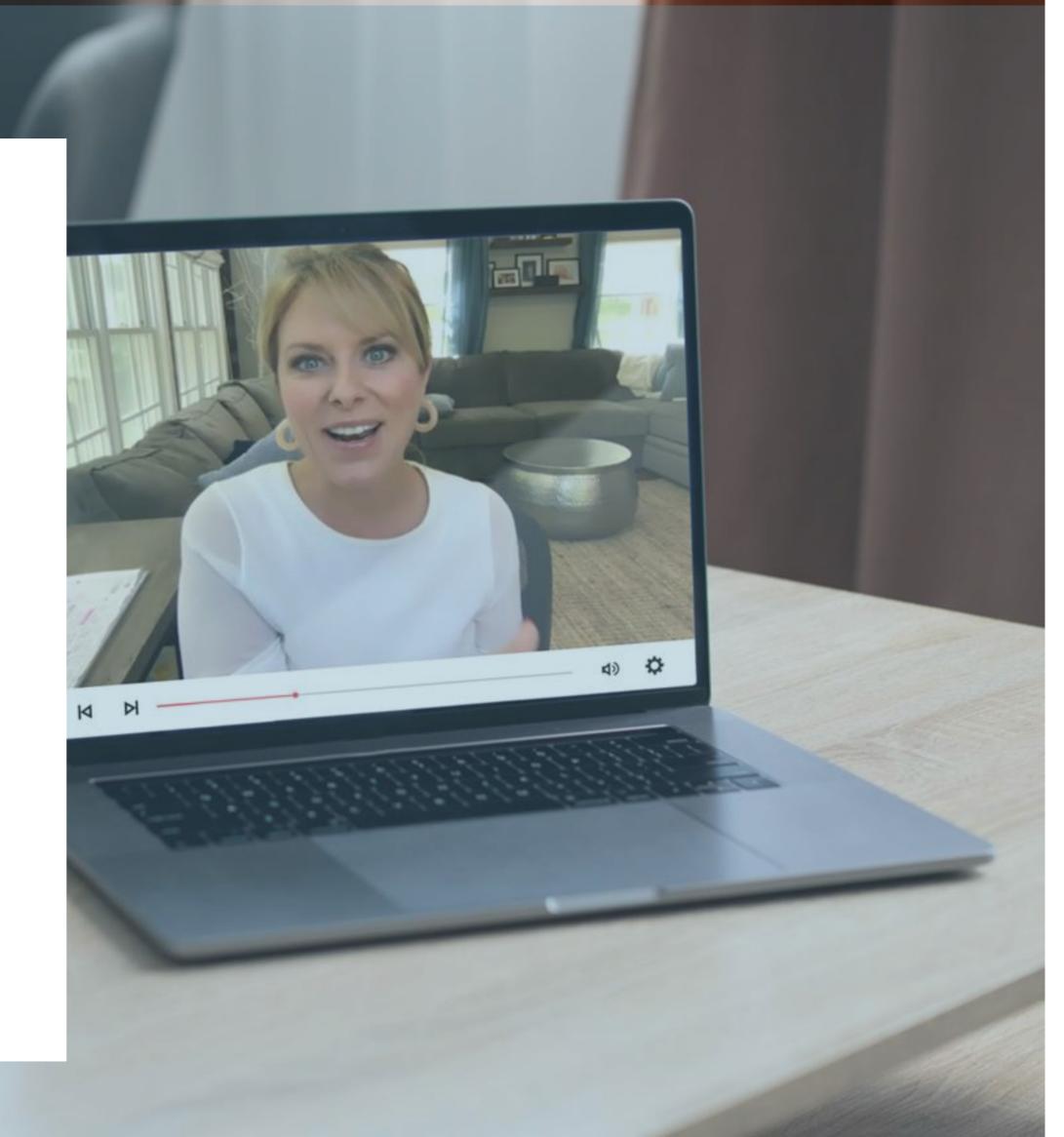


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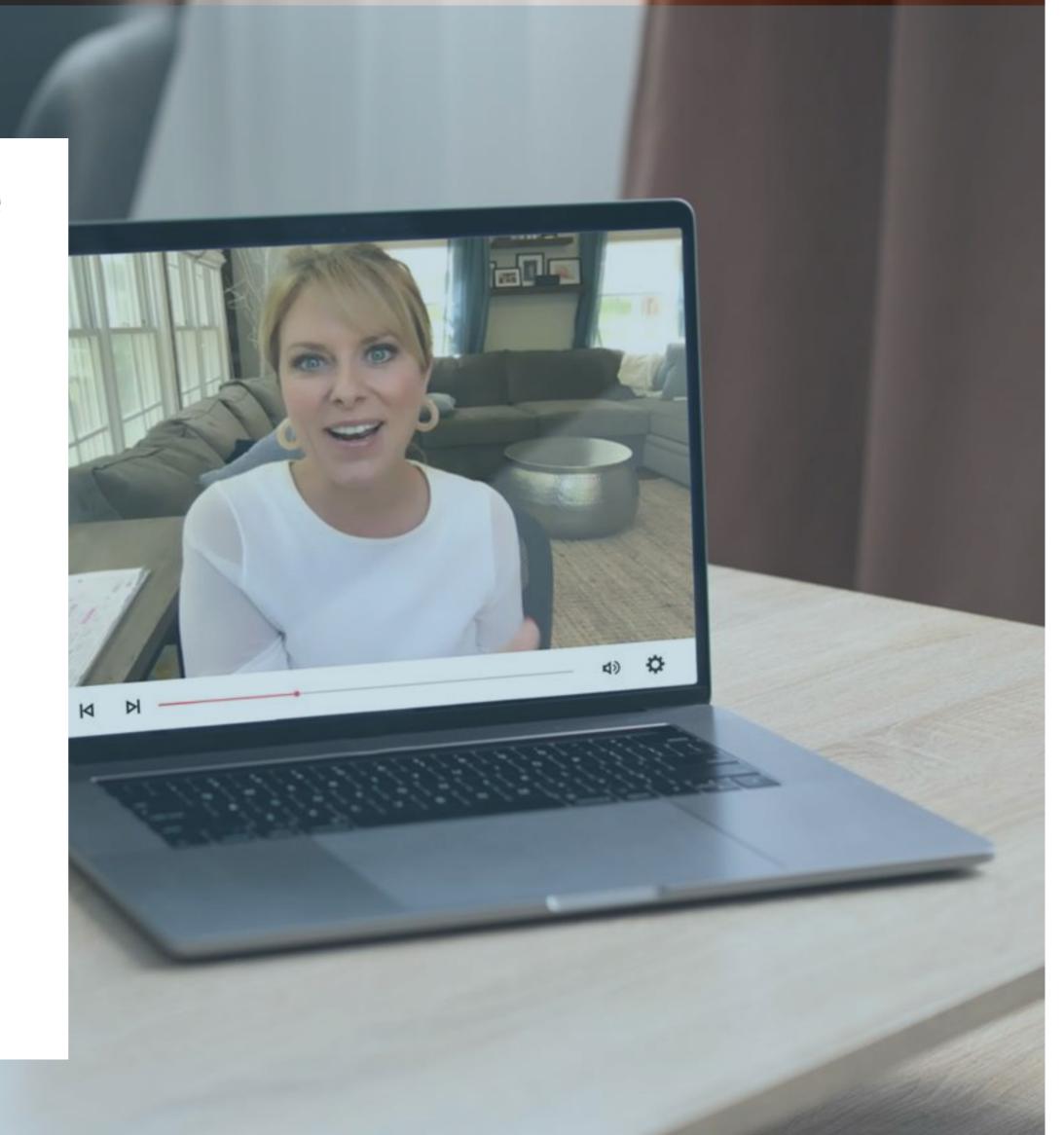
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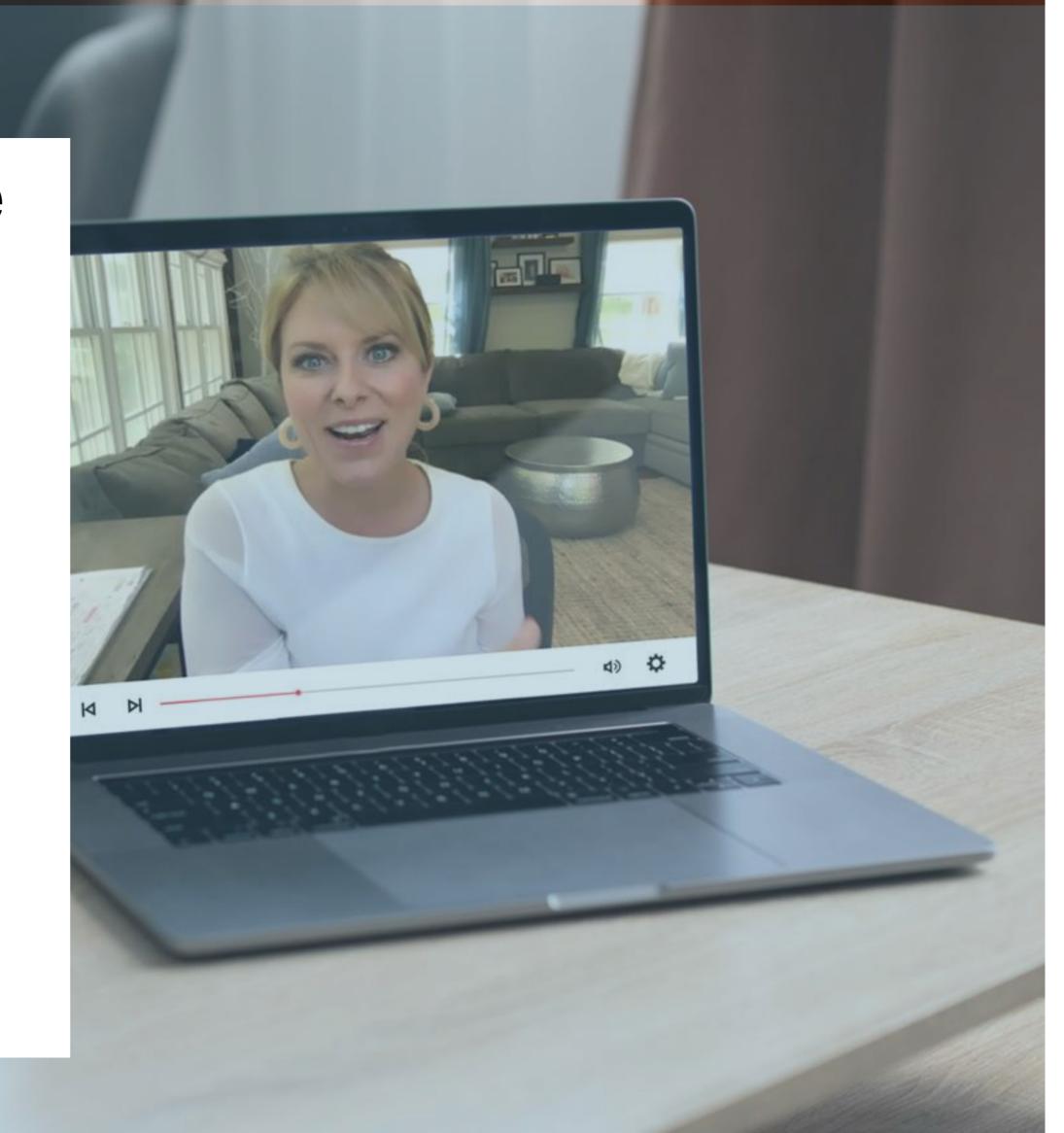
Likeability



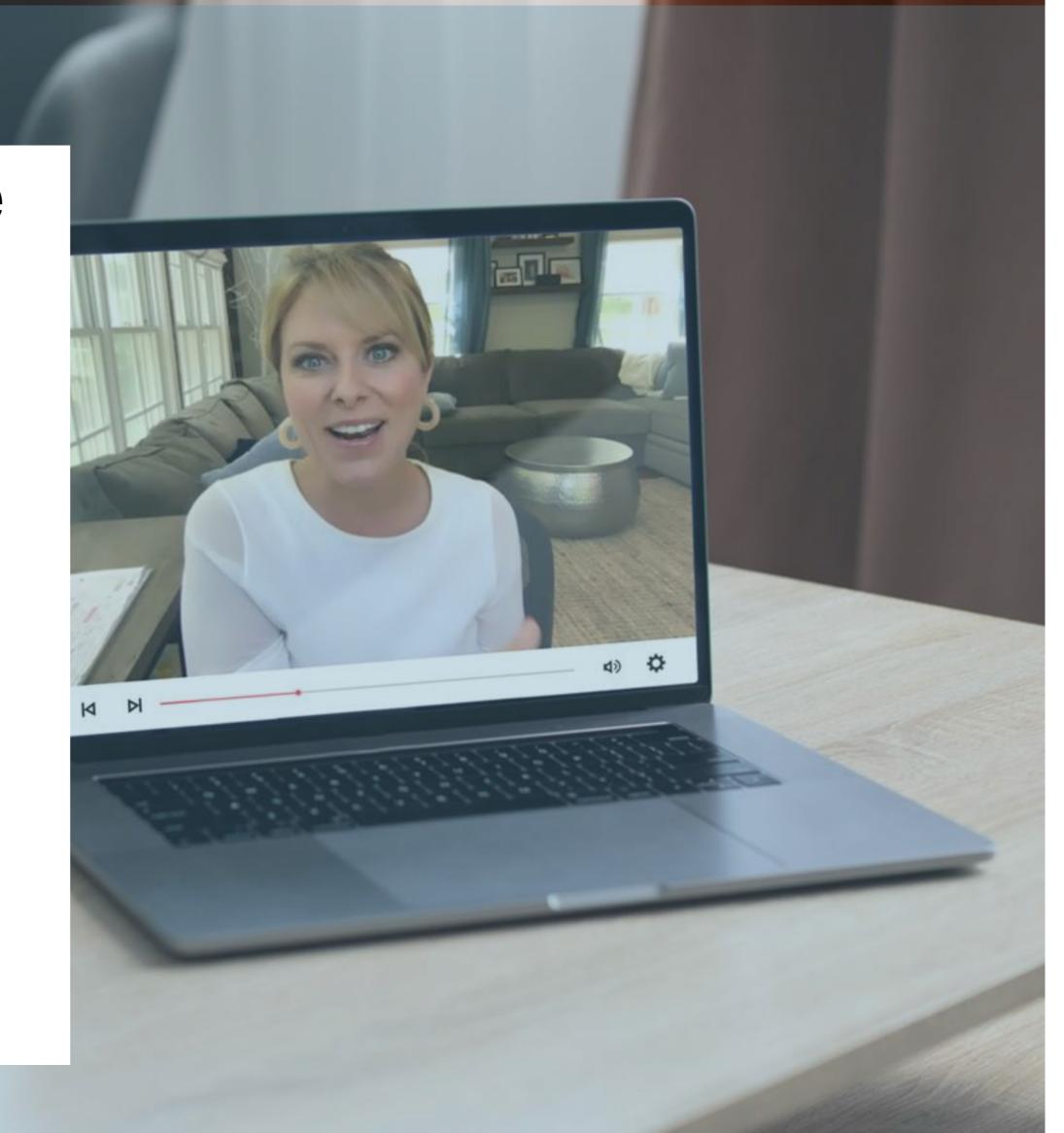
- Likeability
- Honesty



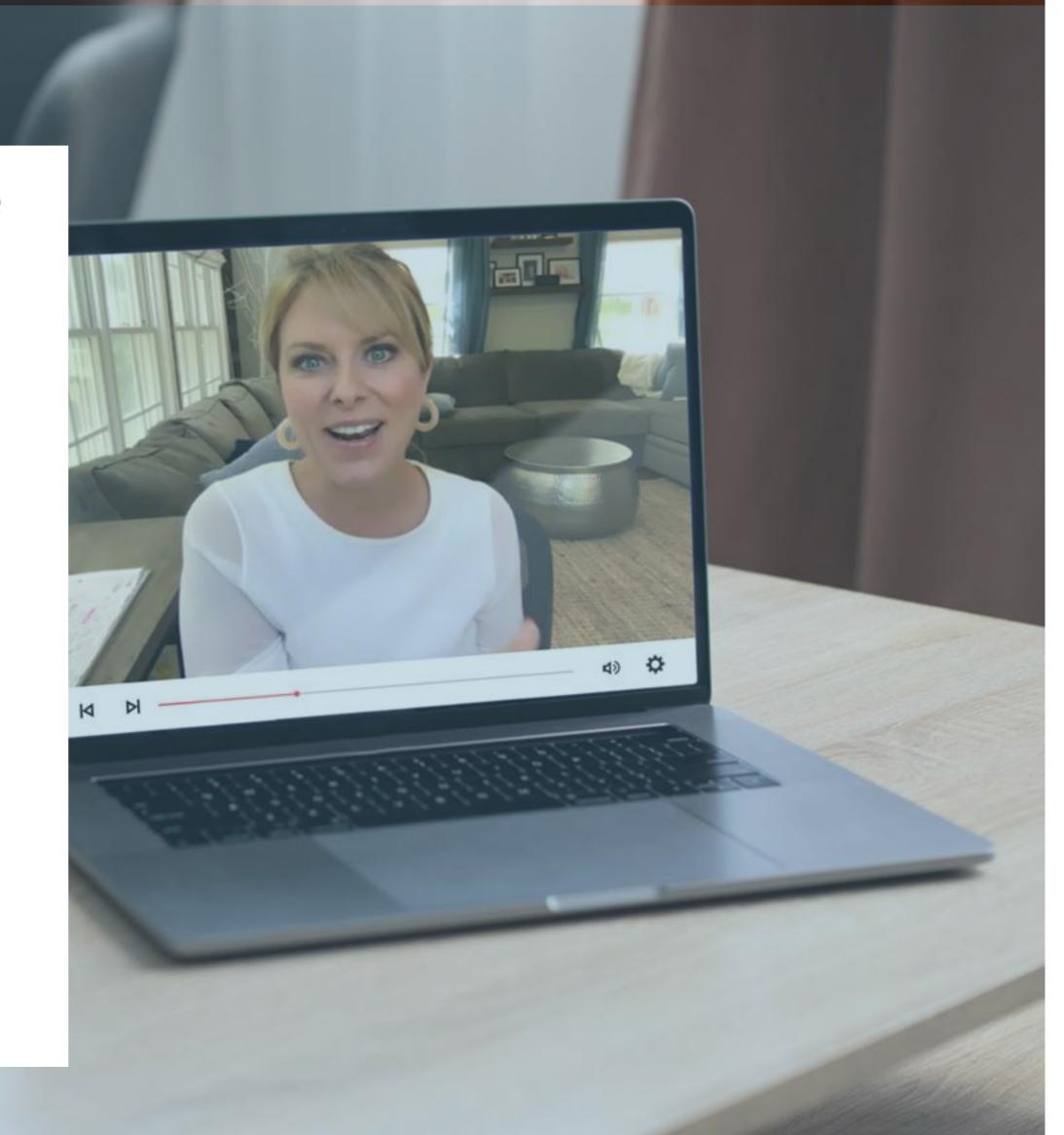
- Likeability
- Honesty
- Vulnerability



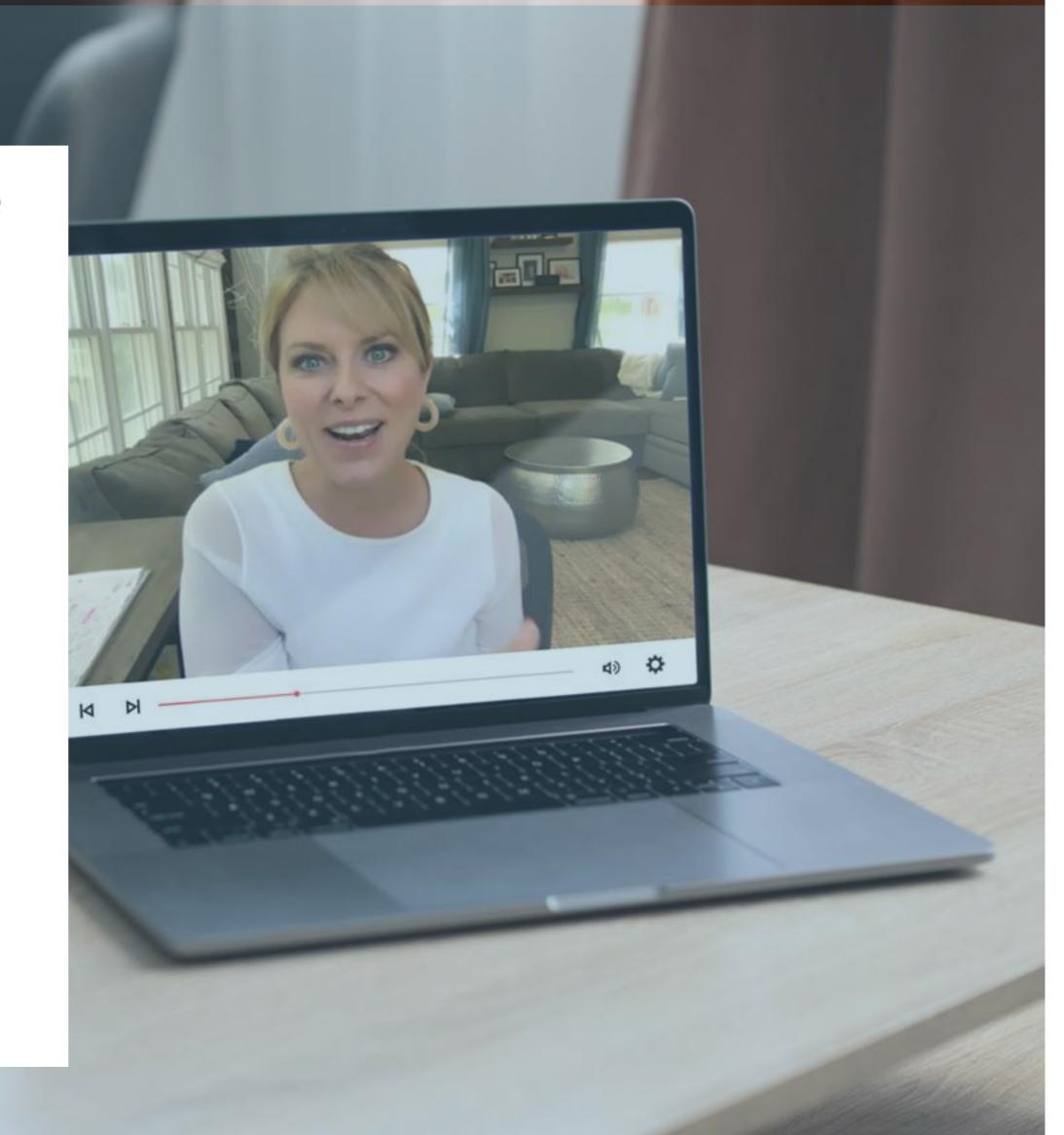
- Likeability
- Honesty
- Vulnerability
- Empathy

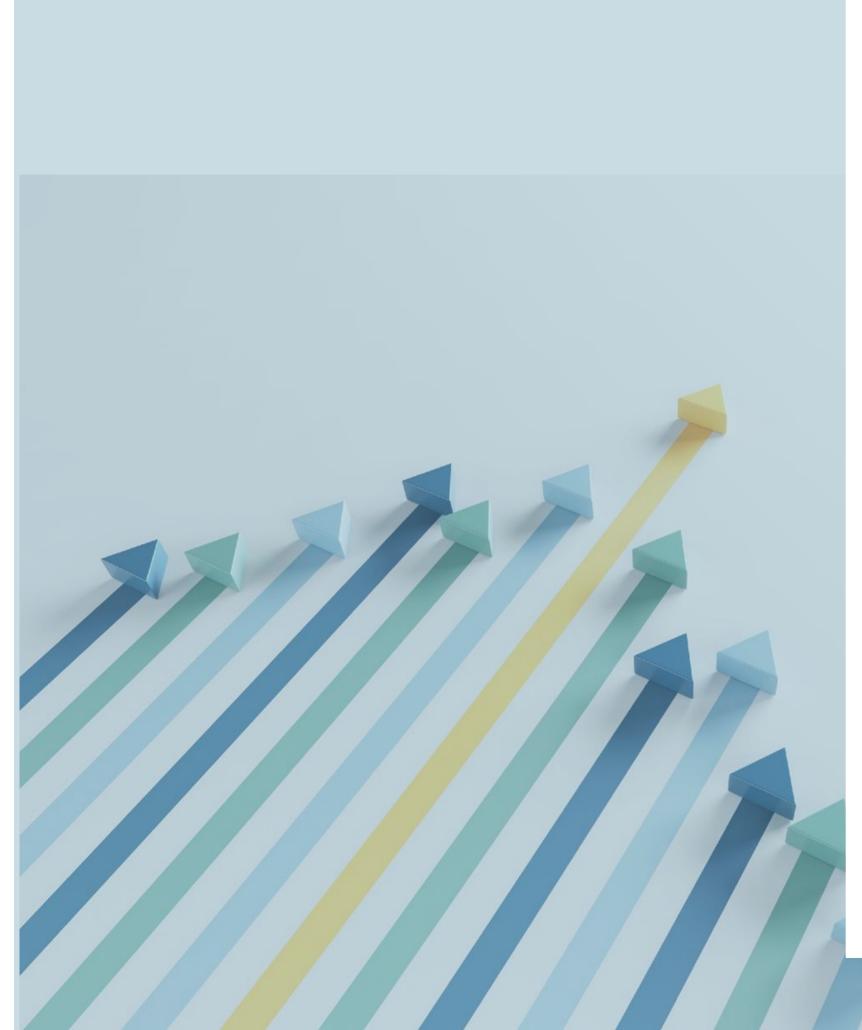


- Likeability
- Honesty
- Vulnerability
- Empathy
- Pleasure



- Likeability
- Honesty
- Vulnerability
- Empathy
- Pleasure
- Pain





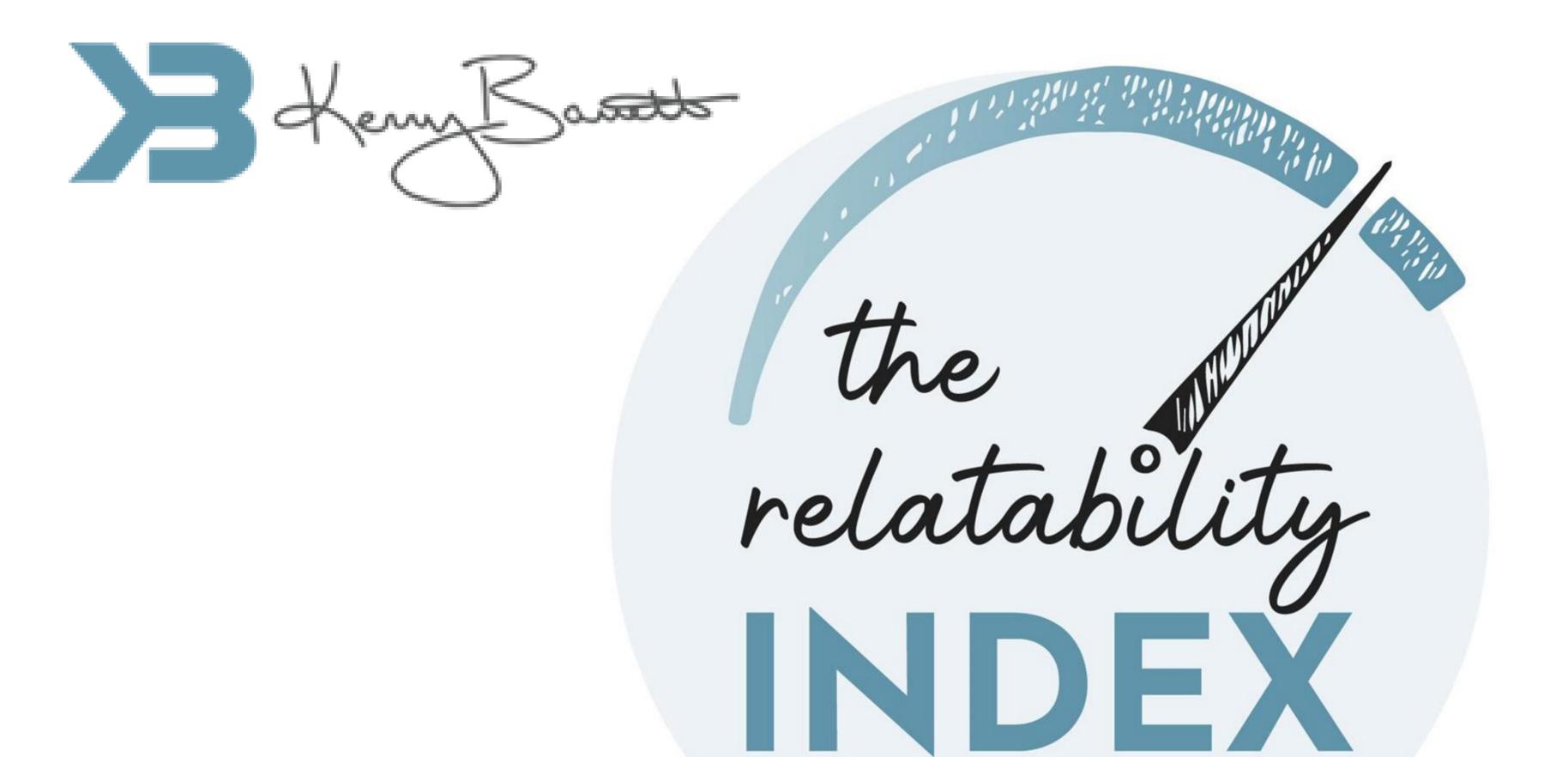
#### Homework

Take each characteristic and come up with a few things you can implement

- A. Look at all the places you have to be present in front of your customer, market, even your team. Write down your platforms of focus.
- B. Create a way to illustrate this for them in the form of a message- an ad, a meme, a video, a story, words of gratitudewhatever
- c. Create a plan for getting it out there consistently

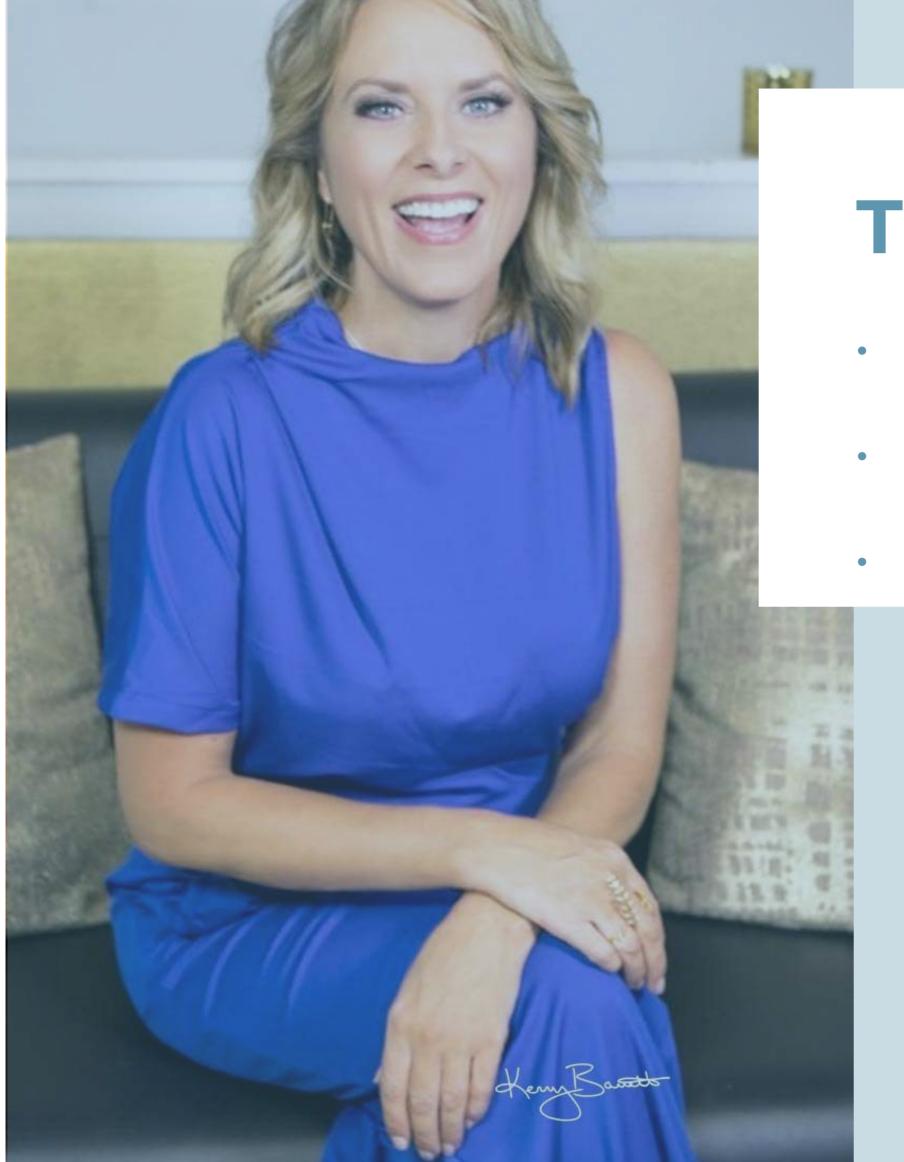






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#### Thank you!

- · What did we cover?
- Tips and homework suggestions
- Questions

Henry Basset

HOW TO CHANGE the WORLD (a Work in progress)
BY ME













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