

“Break through the massive amount of noise by communicating and presenting your ideas, businesses, products, and services in compelling ways”

### CRAFTING YOUR WOW! STATEMENT:

Getting someone to say “Wow! How do you do that?” is a matter of crafting a concise and evocative WOW statement.

Keynote Lecture Notes:

**Impact Question:** What will you do differently as a result of what you’ve learned from this module?

## Questions for you, the entrepreneur

1. What simile, analogy, or metaphor can you use to create a Wow! for your audience of one or many?
2. How is your business, product, or service like a tree?
  - Use the results to create a Wow! statement
  - Test your results on real people
3. How is your business, product, or service like a car?
  - Use the results to create an another Wow! statement
  - Test your results on real people

## Questions for your team, advisors, mentors

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Additional Resources from [www.KauffmanFoundersSchool.org](http://www.KauffmanFoundersSchool.org)

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>