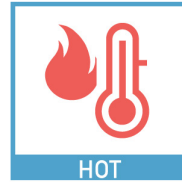
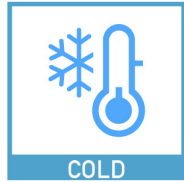


STRATEGIC ASTONISHMENT SYSTEM

DETERMINE YOUR PERFORMANCE ENVIRONMENT

DETERMINE YOUR AUDIENCE TEMPERATURE



CHOOSE YOUR STRATEGIC OPENER

COLD OR **WARM**

CORE EFFECT

CORE EFFECT

CORE EFFECT

CORE EFFECT

CHOOSE YOUR STRATEGIC CLOSER

REVIEW – REPLACE – REFINE – RETURN