



## **The ECHO™ — Your Weekly Presentation Tip**

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### **MessageAides**

What are you using as visual aides to support your message? How do you decide what to put on a visual? First of all, consider your audience. Then ask yourself, "How can I make sure my visuals aid my message? What's the best way to support my message visually - for this audience?"

Consider these options. You might use:

- Charts and graphs for a financial audience, because they like numbers and the relationships of those numbers.
- Illustrations or photos for "big picture" people, because they like concepts.
- Key words or simple statistics for decision- makers, because you make it easy for them to see the decision path they need to take.

Whatever you choose, your visuals should be "MessageAides." They should support, illuminate, enhance and reinforce your words and ideas. Link your visual aids with your message, so your audience sees your message as they hear your message, and they get your point.

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