



Meet/contact with: _____ Date _____

YOUR Military Purpose (six word limit) of Meeting/Contact:

1. _____
2. _____

Your "Life Preserver" to Re-center meeting "As I was describing earlier, the purpose/benefit/value to be gained by this meeting is:

I will _____ by _____

You will _____ by _____

Remember to
ASK

"BIG PICTURE"
Key Words

Remember to
TELL

INQUIRY/ RESEARCH
(eg. WIIFM, WDIC, etc.)

TRANSMIT
(eg. Safety, Opportunities, Flexible,
Fear Extinguisher, Low Cost, etc.)

1. _____
2. _____
3. _____
4. _____

1. _____
2. _____
3. _____
4. _____

Think BIG PICTURE...Execute with LITTLE PICTURES.