

What did you learn from readings?

**Who is your audience?**

**Why should your audience care?**

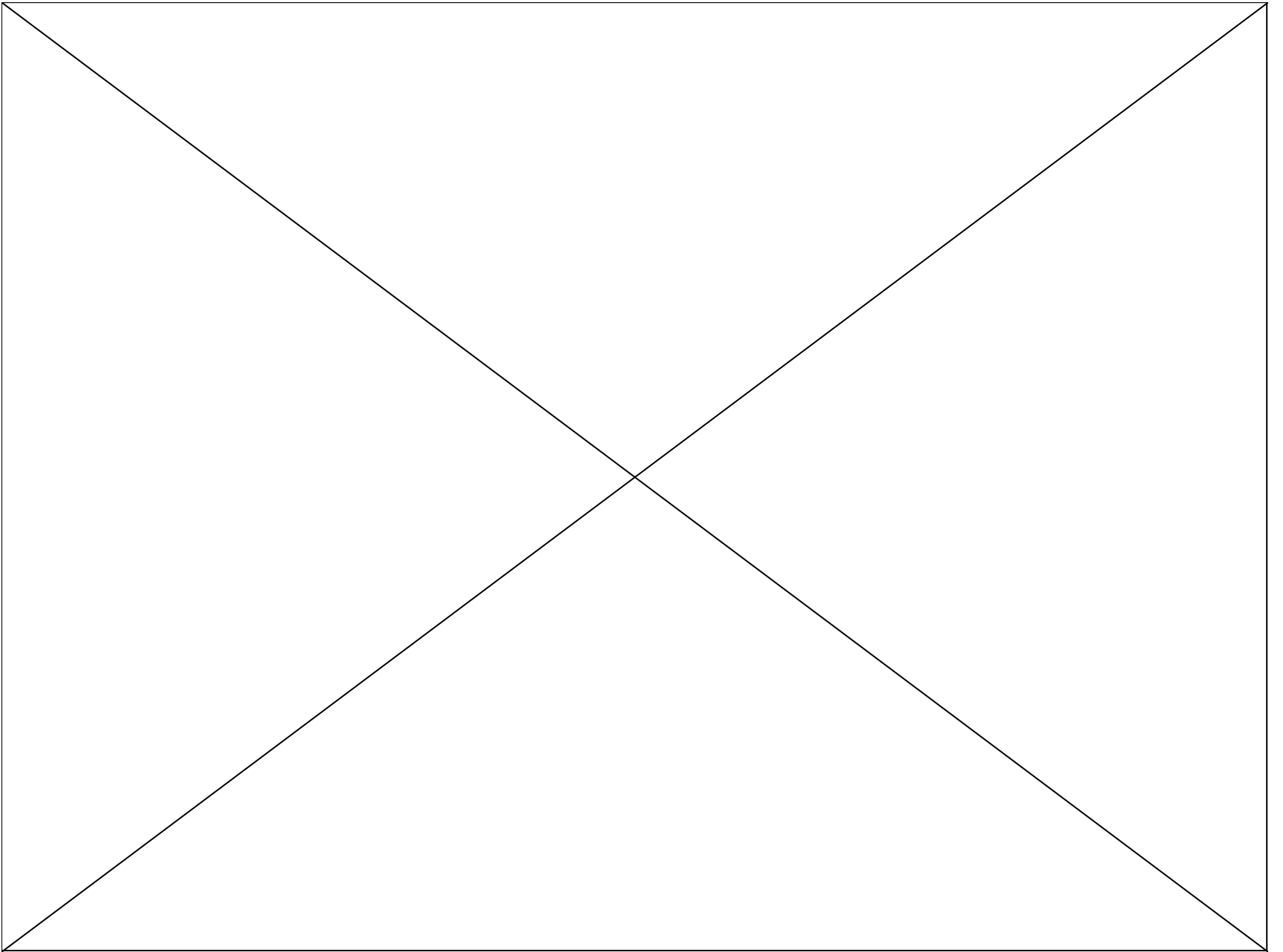
**What does your audience need to know?**

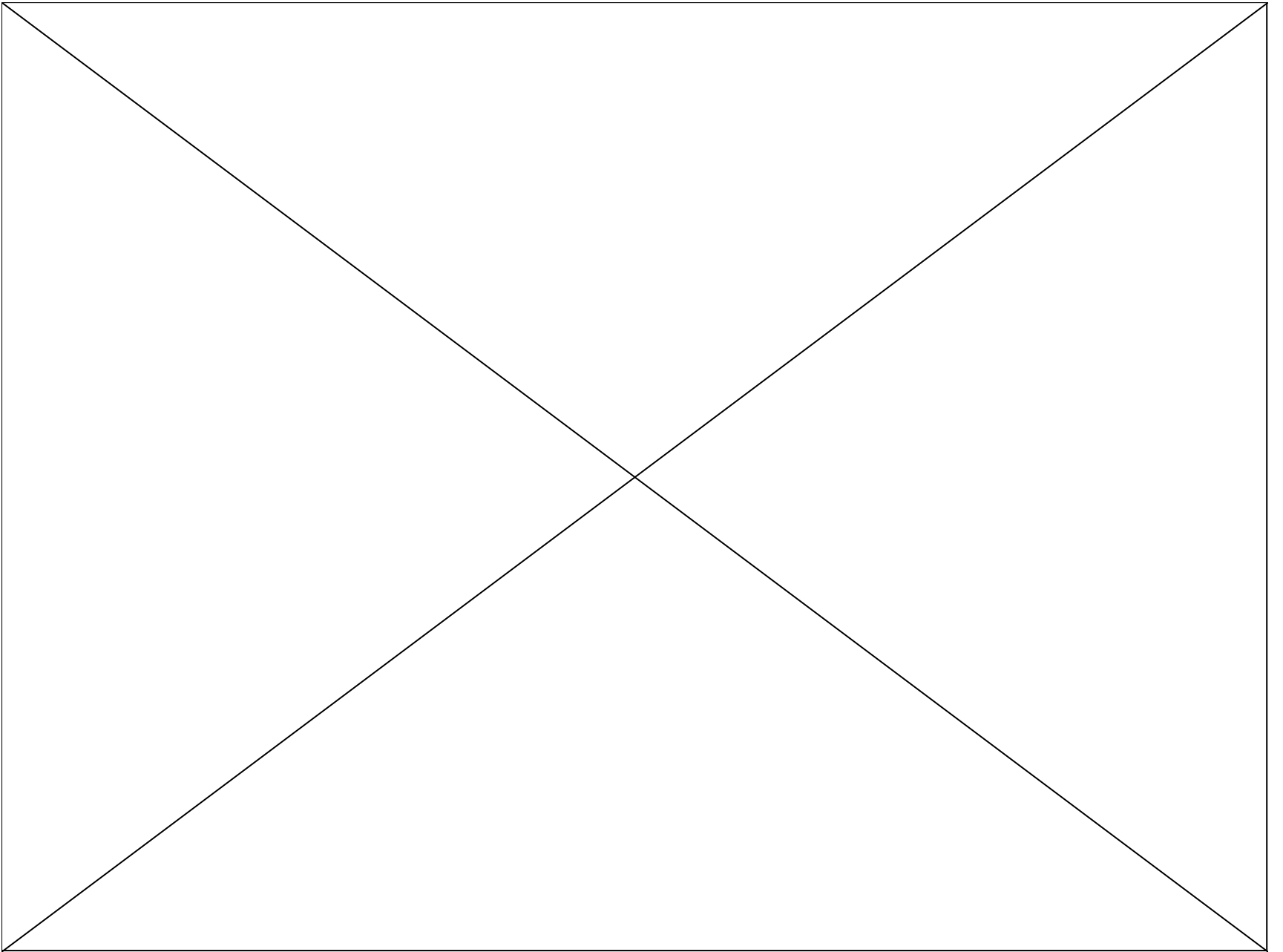


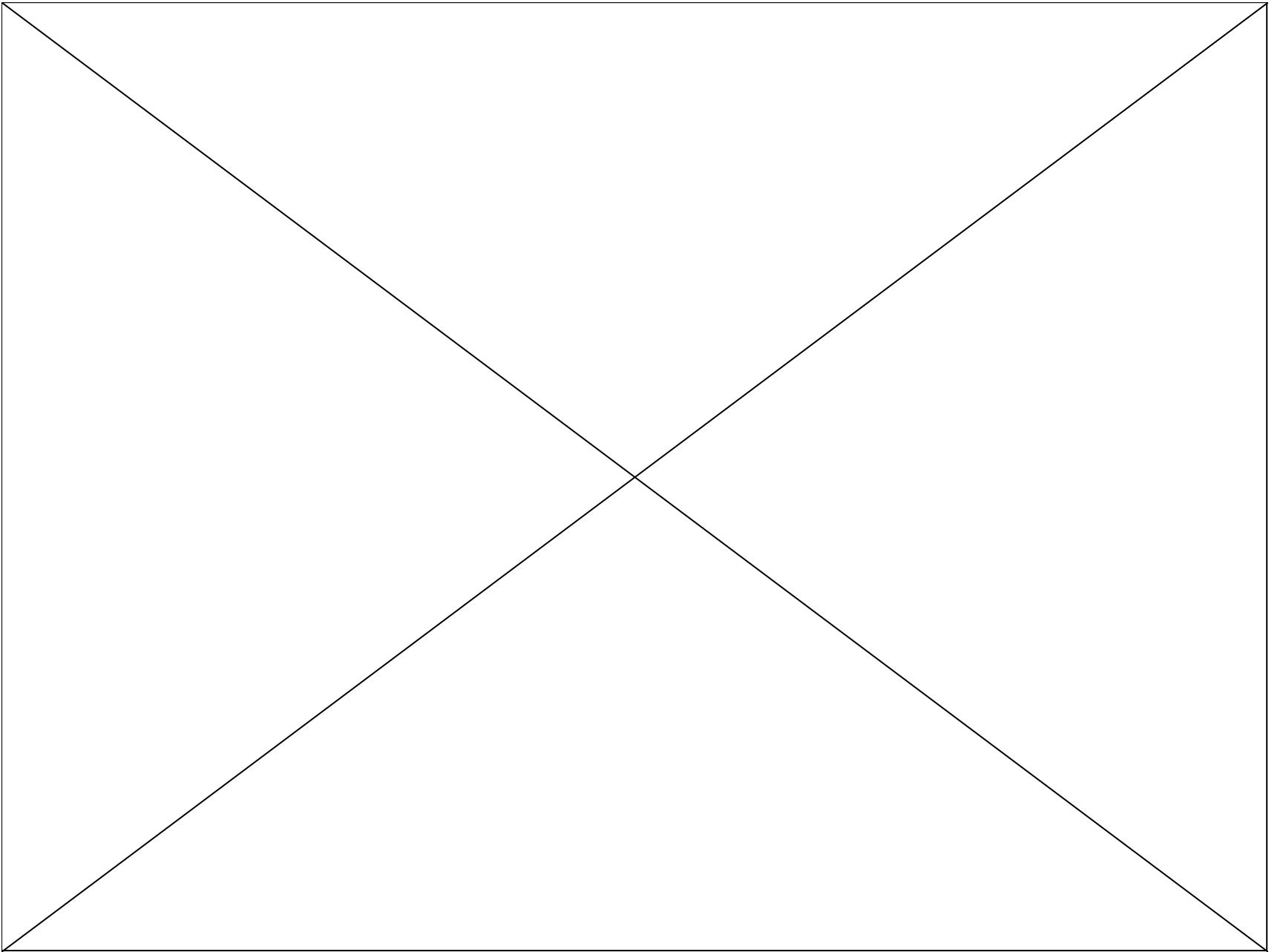
**Market yourself.**

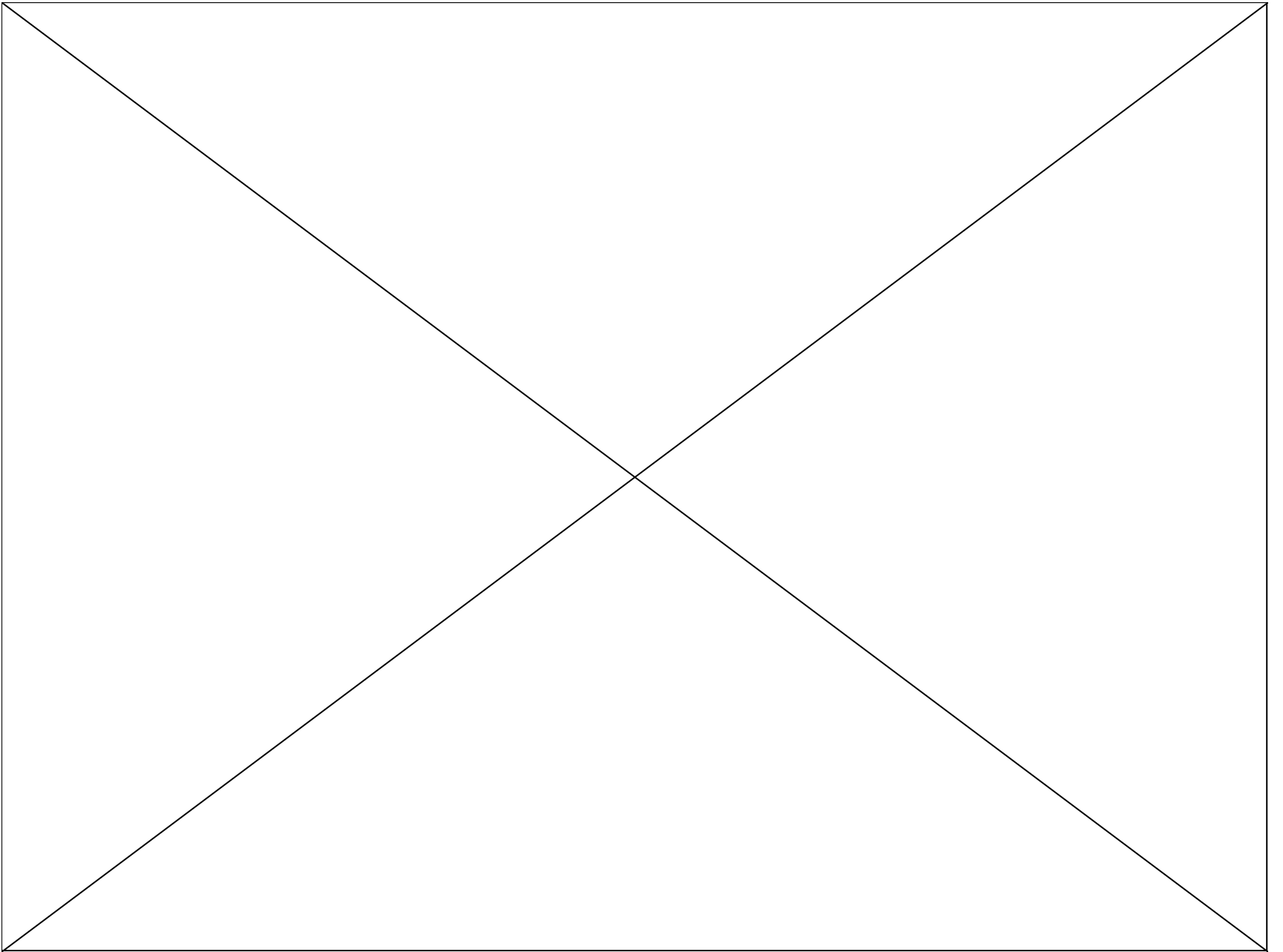
**Current or future bosses and colleagues.**

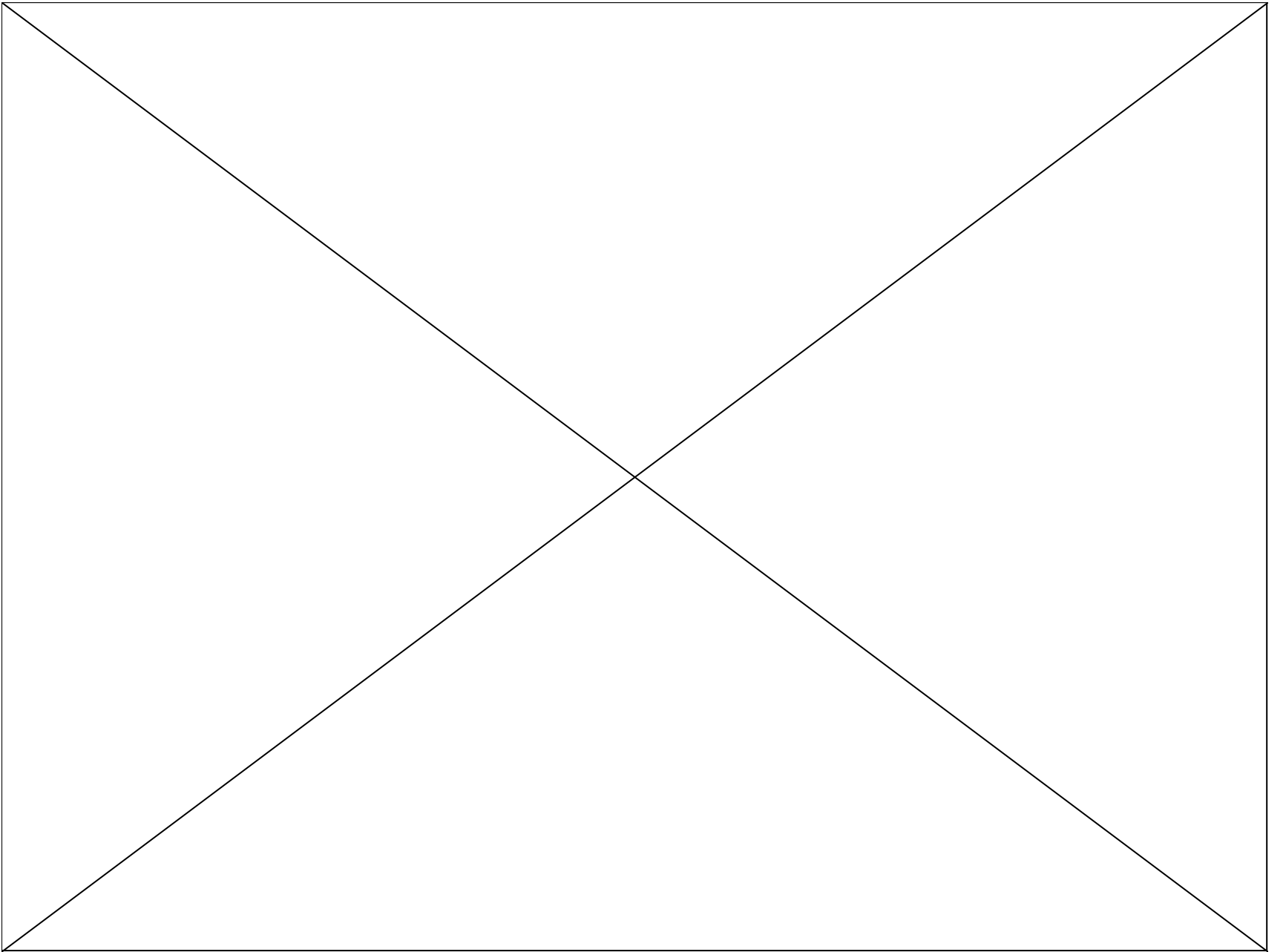




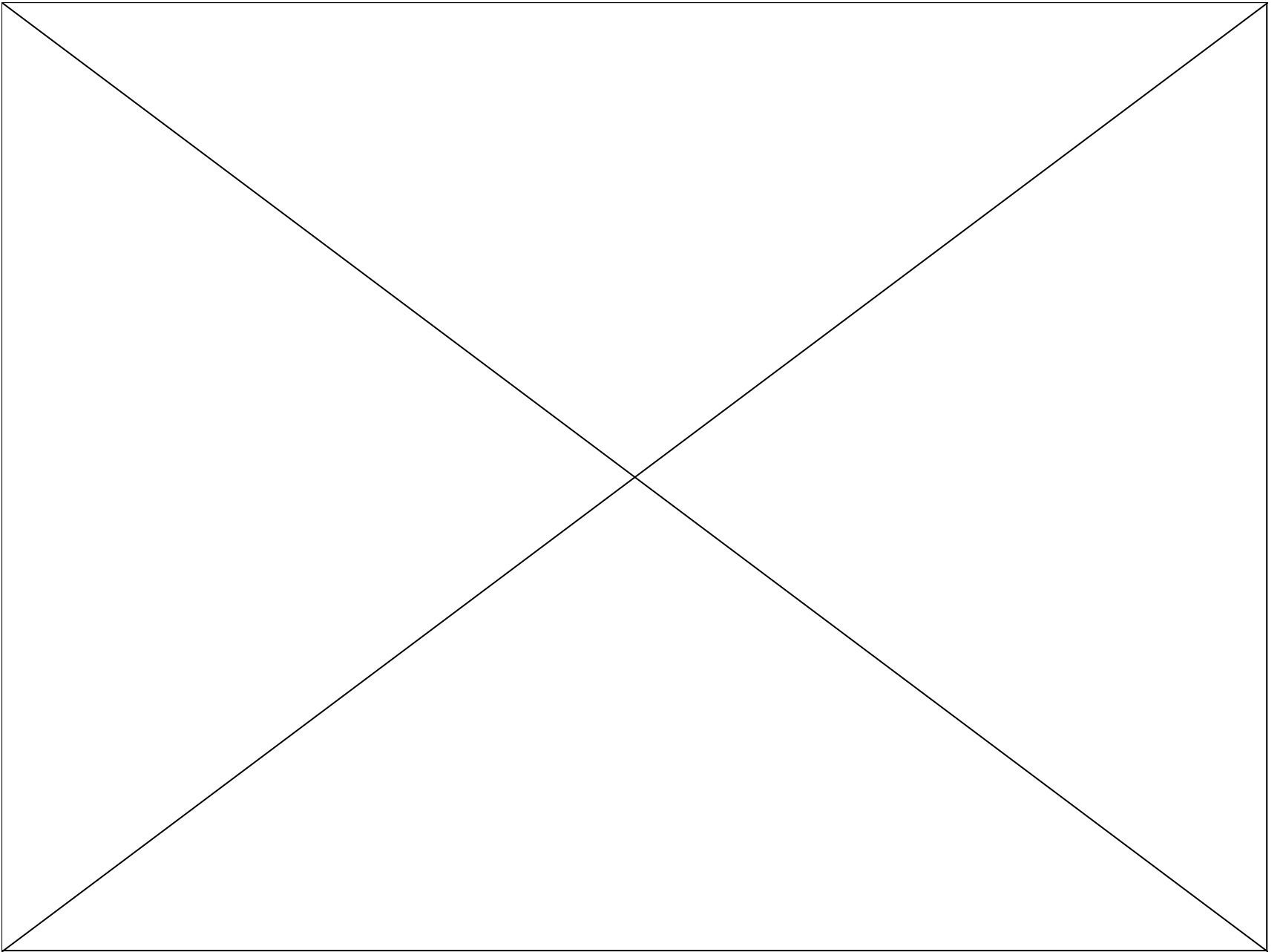


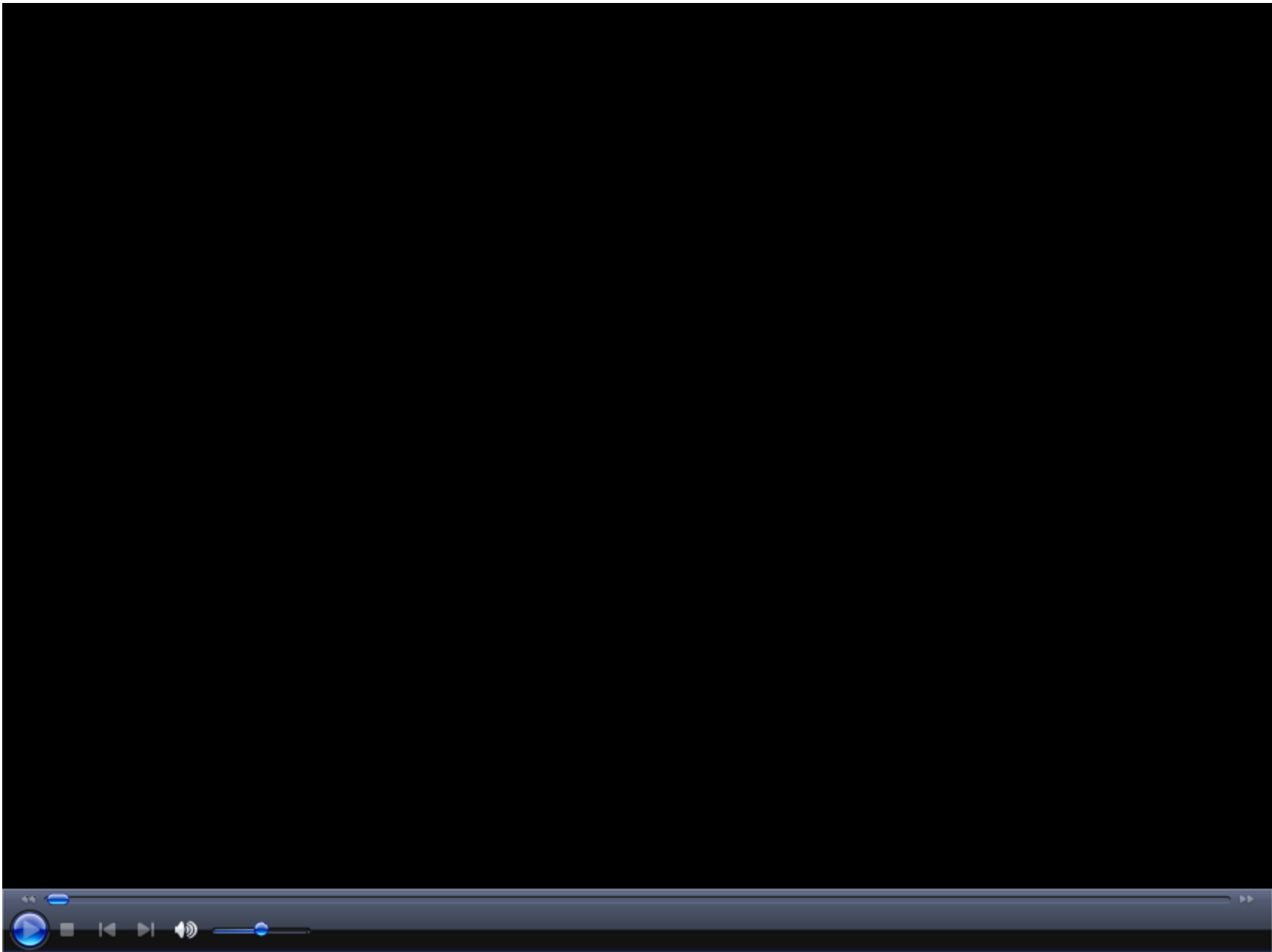




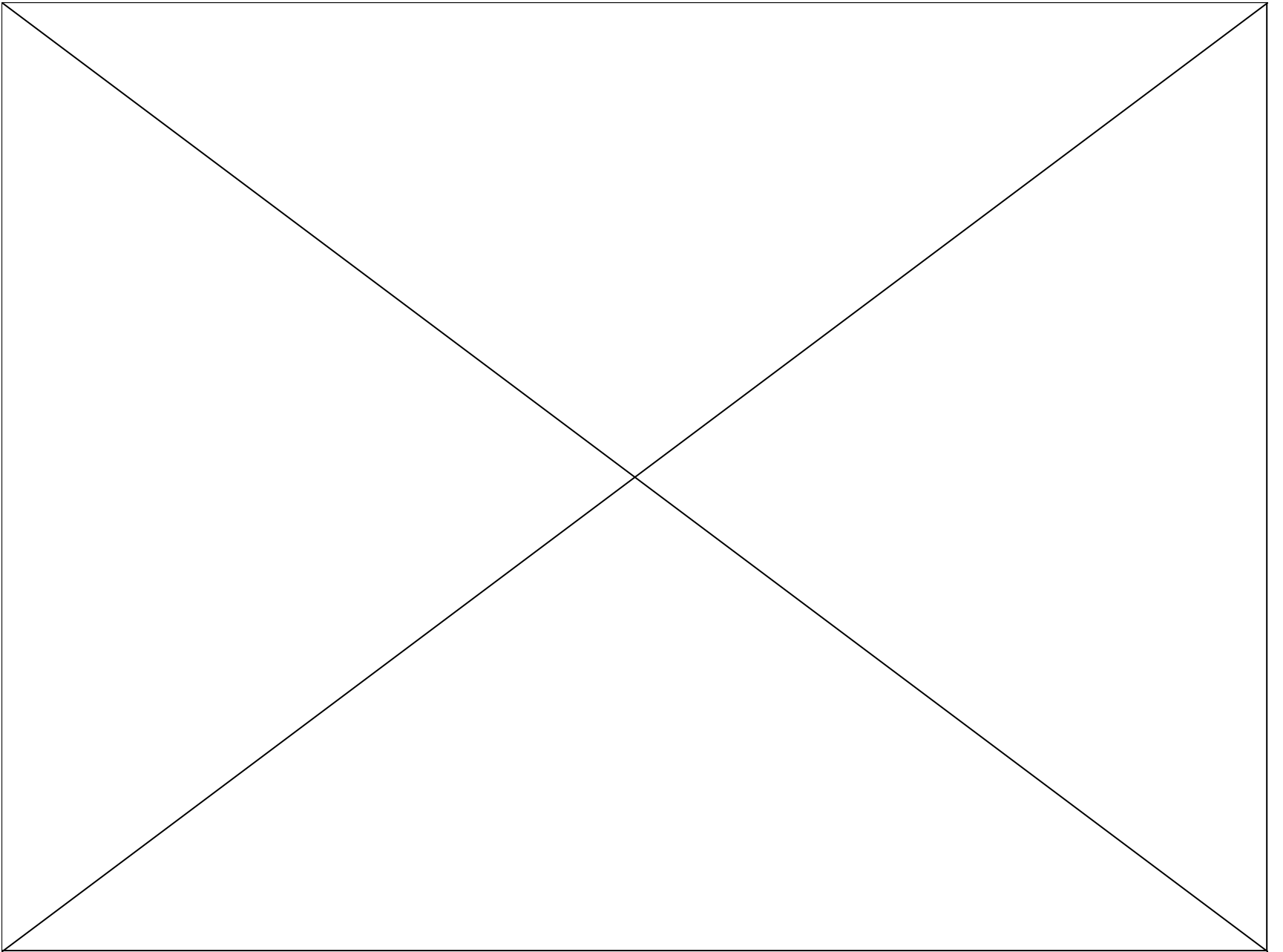








Indices: 25:55, 1:06:00, 1:36:15, 2:09:10



Next class: 3-minute impromptu