

MEGAN PRESTON MEYER



Teal vs Grey

**HOW NOT TO BE BORING WHEN YOU
COMMUNICATE**



TEAL



GREY



CREATIVE



CLICHÉ



CONCRETE



ABSTRACT



SLIM



FLABBY



UP GOER 5

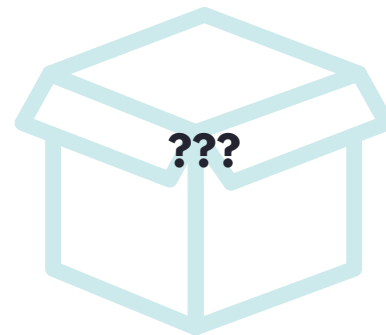


JARGON

CREATIVE

CLICHÉ

Create a Better Cliché



Post your creative takes using [#tealvsgrey](#)

[@mprestonmeyer](#)

CONCRETE

ABSTRACT



Assign an Icon

Creativity

Impact

Results

Hustle

What did you choose? Show it off with #tealvsgrey

@mprestonmeyer



Find the Tweet

<https://charactercounter.com/twitter>

Hosted in major US Cities across the Country, passionate Small Business Owners attend Small Business Expo to learn from Industry Experts, meet with best-in-class vendors and suppliers to help them grow their business and network to build important new business relationships.

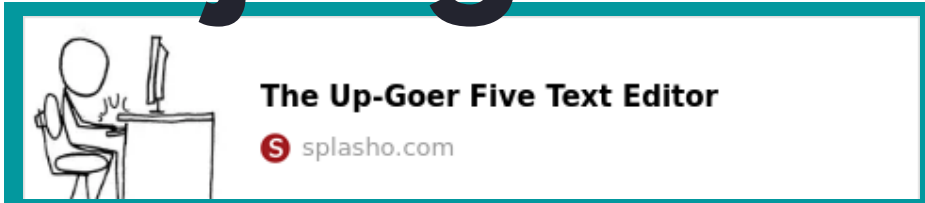
Small Business Expo is the most anticipated Event of the year to take strategic action to immediately improve and grow your Small Business. If you are serious about starting or growing your business, Small Business Expo is a must-attend event for you. **-248**

#tealvsgrey

Now tweet it! #tealvsgrey

@mprestonmeyer

Dejargonize



- Shows in **major** US Cities and **virtually**
- **FREE** to **attend** means serious **ROI**
- **Seminars** presented by **industry experts**
- **Business-critical workshops** to drive immediate **action & business growth**
- **Speed-networking sessions** that **create** new **opportunities**
- **Connect** with **industry-leading vendors** to get the **best deals & discounts** for **various products & services** to run a **successful** business
- A fun, high-**energy & collaborative environment**

Tweet this one, too! #tealvsgrey

@mprestonmeyer



Find Your Voice

- Warm
 - Rational
 - Modern
 - Concerned
 - Human
 - Authoritative
 - Conversational
 - Quirky
 - Passionate
 - ...
- Authentic
 - Reverent
 - Lofty
 - Approachable
 - Bold
 - Serene
 - Candid
 - Cheerful
 - Serious
 - ...
- Down to Earth
 - Edgy
 - Inspirational
 - Savvy
 - Witty
 - Relaxed
 - Minimal
 - Industrial
 - Hopeful
 - ...

STONE



AUDIENCE SITUATION



...

Audience segments



Adjective
Goal
Message

Adjective
Goal
Message

...



Adjective
Goal
Message

Adjective
Goal
Message

...

Situations

...

...

...

...



© MEGAN PRESTON MEYER

✉ meganpreston-meyer.com

in [meganprestonmeyer](https://www.linkedin.com/in/meganprestonmeyer)

🐦 [@emprestonmeyer](https://twitter.com/emprestonmeyer)