

# SELLING AN IDEA

## What assumptions might people make, and how will you deal with them?

Early Adopters	Middle Group	Naysayers

## What motives will people expect you to have that you may need to address?

Early Adopters	Middle Group	Naysayers

## What motives do you need to communicate?

Early Adopters	Middle Group	Naysayers

## What expertise and experience do you have that you need to communicate?

Early Adopters	Middle Group	Naysayers