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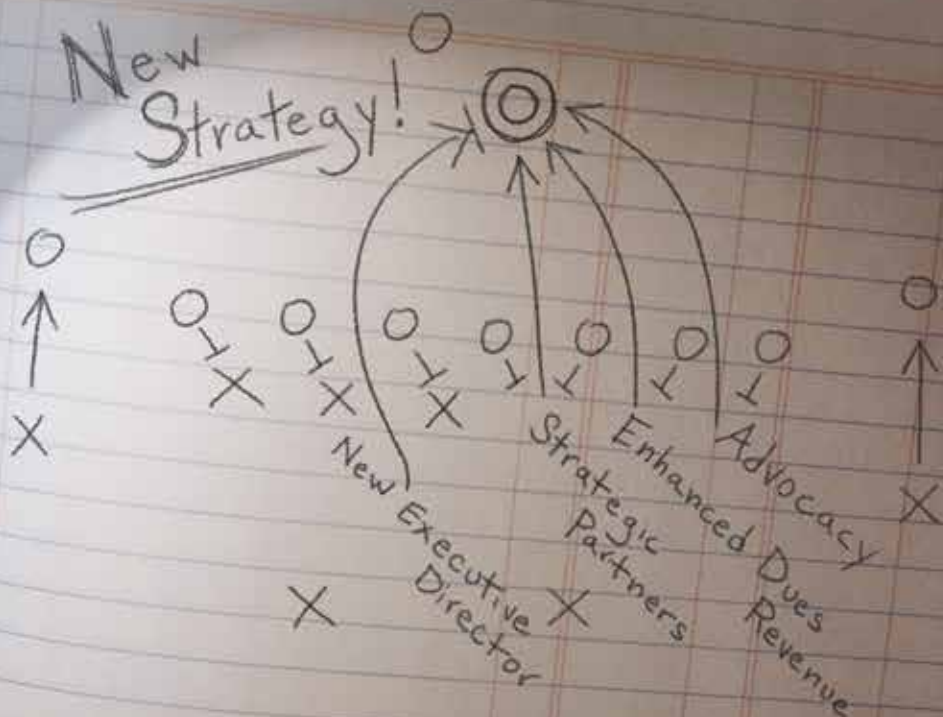
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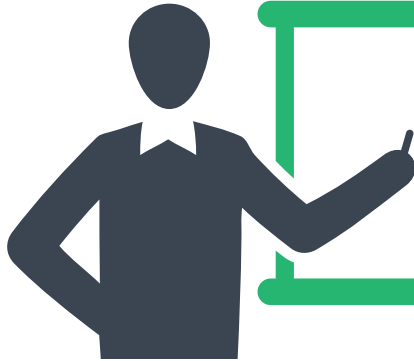
WINTER 2013 VOLUME 3

GAME CHANGE: NTSAA'S NEW PLAYBOOK

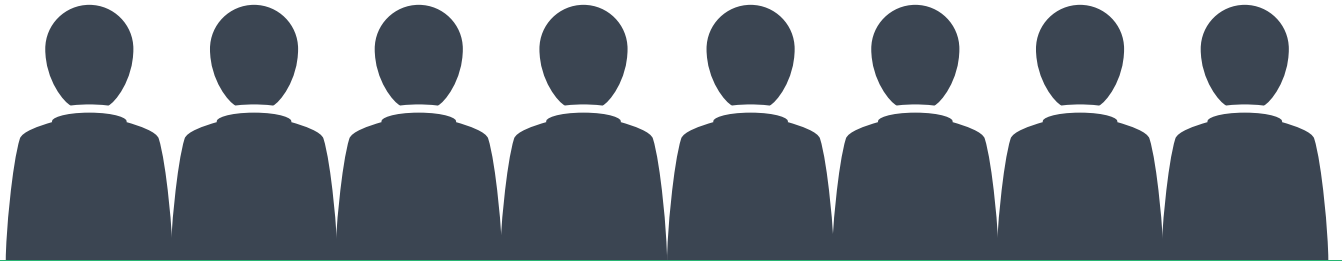
BY STEVEN SULLIVAN

TOLD
PLAYBOOK





THE POWERPOINT KILLER AND YOUR MAFIA FAMILY



Just Sayin' www.JustSayinApp.com

Social media continues to be an extremely cost-effective means of getting your message out to a lot of people with relatively little effort. But now that more and more people are using social media, it would be nice if there was some way to set yourself apart from the crowd. Just sayin'. Actually, Just Sayin' is the name of an app that can do exactly that. With someone like Ricky Gervais involved, it's a safe bet this app wasn't developed with business users in mind but if you post to Facebook or Tweet, Just Sayin' is worth checking out.

What does it do? It allows you to post any combination of audio, text, photo or video to Facebook or Twitter. The app's website says it all, "Just Sayin' is a disruptive innovation, created to give back the use of voice in social media conversations, and to stand out in a largely text-based world. [It] is to radio as Twitter is to newsprint."



Corkulous www.corkulous.com

Corkulous is an incredible idea board for iPad. Use it to collect, organize and share your ideas in a way that feels completely natural. Since in prior editions of this column we featured the Microsoft OneNote equivalent, it seemed natural to feature Corkulous on this presentation-focused cheap technology feature.

Cork boards have been used in homes and businesses for years to create collages of ideas. That's how Corkulous created the graphic user interface for this application. Put up pictures, graphics, text boxes; draw lines, connect thoughts, and much more. At a free price tag, Corkulous is a great way to "brainstorm" that presentation material before creating it. Now you can put together that online family tree or create that hypothetical mafia family you've always wanted!



Obviously, we love cheap technology and making presentations. Advisors and plan consultants alike are called on to present our service offering, be it to a committee, an individual, or a group of referral sources or prospects. Meet Prezi, the PowerPoint killer. That's right: Microsoft — we said it — and it's time for competition to enter the slide presentation marketplace and give consumers a choice.

Prezi is a communication tool that helps you organize, present and share your ideas in a creative, visual environment. The human brain and neurological system is fascinating. Many of us have heard people refer to themselves as “visual learners,” so why do we continue to create two-dimensional slides full of words? Prezi solves this bad habit by creating visual bubbles of comments, data and thoughts, then uses state-of-the-art technology to zoom in and out of the various “bubbles.”

Sound complicated? Words don't do justice to this cheap technology. In fact, the best way to learn about Prezi is to go to the website and watch the 1.5-minute video presentation; it'll blow your mind. Price tag for Basic is only \$4.92 per month; Pro is a little more at \$13.25 per month; looking cooler than your competition, priceless. Plus this little beauty integrates seamlessly with iPads and other tablets. The best part though? You can import directly from PowerPoint!



You're about to give a presentation to a room full of people—maybe participants, maybe potential new clients, whatever. You want to provide handouts or follow-up information, but how do you do it? No one bothers with paper anymore; it's time-consuming and pricey to give out thumb drives to everyone; email would work if only you had everyone's email addresses.

Why not Chirp it to them? Chirp is a really cool app for both iOS and Android that allows you to share any form of electronic information by sound. Yep, you read that right. Simply choose what you want to share—a web address, your electronic business card, a PDF, etc.—and Chirp plays a series of high-pitched tones through your device's speaker. Any other devices within earshot will “hear” the tones and immediately download the information you selected.

Pretty cool, huh? It gets better. Since the data are transmitted by sound, you can also Chirp information to others over a phone call or webinar. Of course, your listeners must be running Chirp on their phones in order for the transmission to work. But at the amazing low price of \$0.00 (free, in other words), your entire audience can download the app and get it running before you even finish your introductory remarks.

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