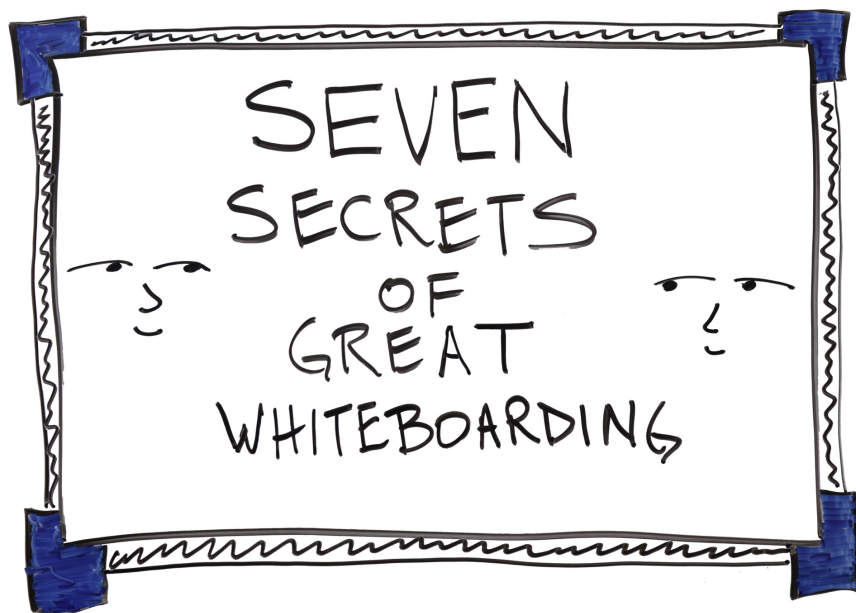




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# Secret #1

# The Pinky Post

For smudge-free whiteboards, use your pinky!

Holding a whiteboard pen is different than a classic pen or pencil. The whiteboard pen is larger, and the ink delivery is much larger and wet when it is applied. The results can be seriously messy hands and smudged writing - ruining your presentation.



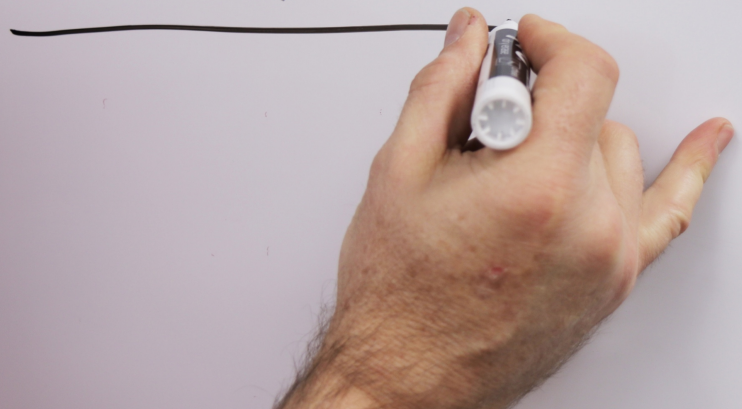
## Use Your Pinky To Lift Your Hand

Great whiteboards start with clean, smudge-free lettering. Lifting your hand away from the whiteboard is critical to keeping your board clear of your hand accidentally rubbing off your work. To help prevent smudging, use your pinky to lift and guide your hand as you write.

Similar to a painter's Mahl Stick, your pinky provides the stability you need to write, and it will naturally slow you down and focus your writing.

The Pinky Post works for both left and right-handed writers. In addition, the Pinky Post is a great way to stabilize your hand when drawing lines. Point your pinky in the direction of your line and let it guide your line.

PINKY POST





# Secret #2

# Wait Five Seconds



## Wait 5 seconds before you wipe the board.

When you make a mistake, your immediate reaction is to wipe it off with your finger. This leaves a smudge and it is messy. Instead, wait five seconds and allow the ink to dry then wipe off the mistake.

WAIT 5  
SECONDS



WAIT 5  
SECOND. >



Waiting 5 seconds before you correct your whiteboard is a simple and effective secret and it forces you to take your time writing.

# Secret #3

# The Black Sock



A black is more than a great fashion statement! It is a perfect whiteboard eraser.

## Raid your father's sock drawer!

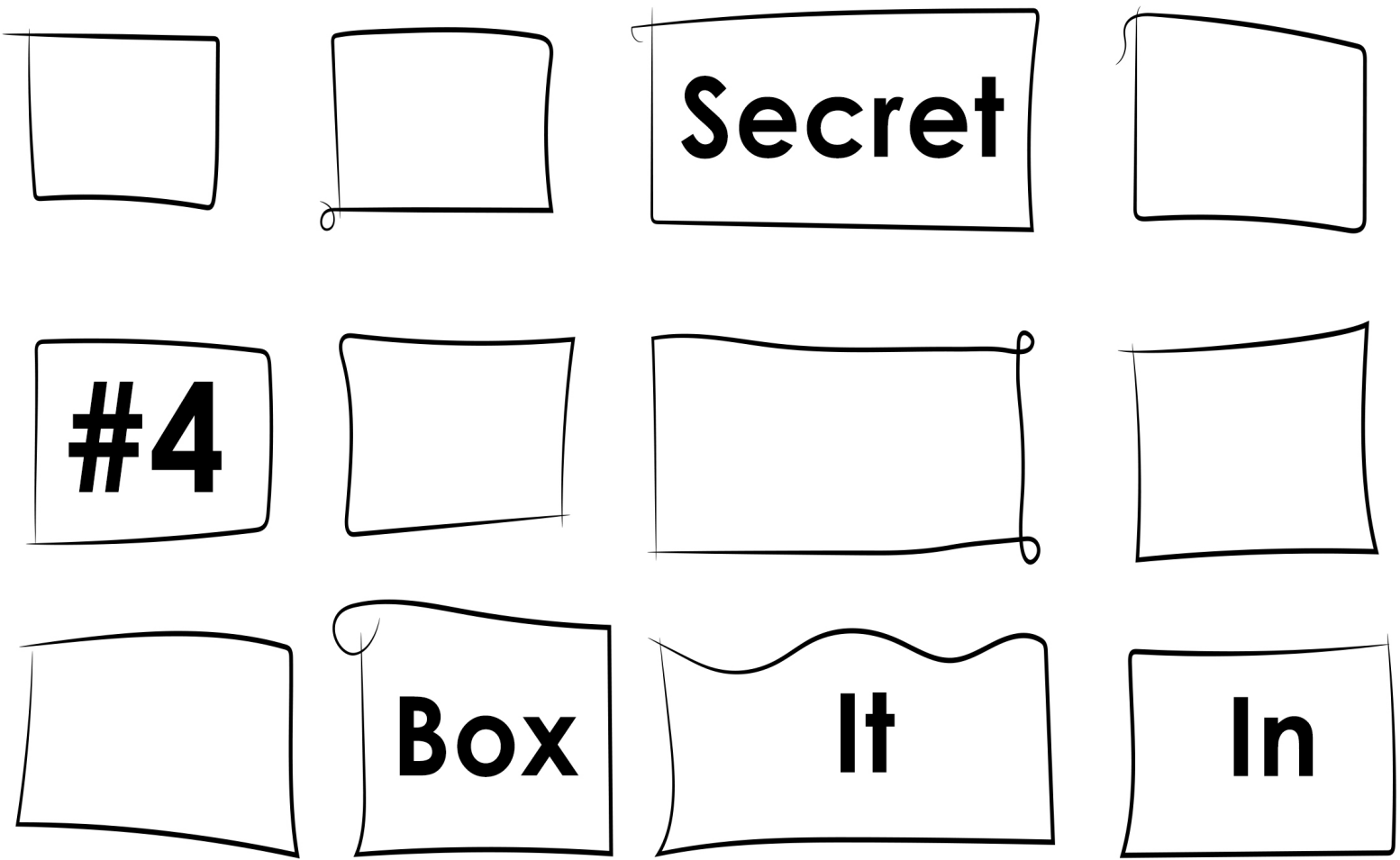
Men's black socks are ideal for dry erase marker ink. They take off the ink cleanly and lock it into the fabric a lot faster than an old worn-out whiteboard eraser you'll find in every conference room.

If your Dad wants to know what you're doing with his socks, tell him you're advancing your career and enhancing your presentation skills!

He'll give you a drawer full!







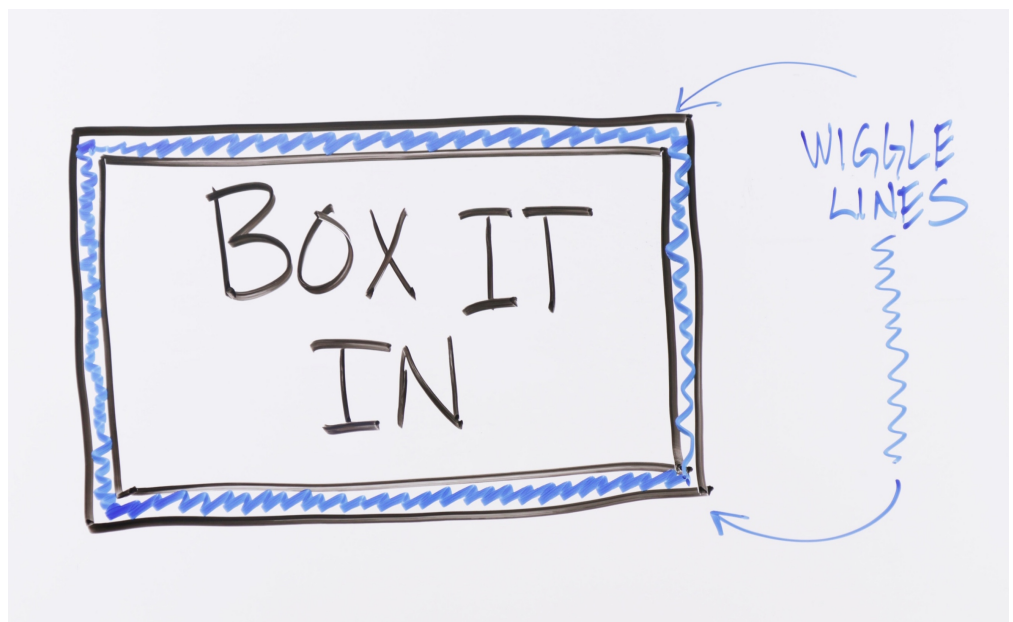
## Highlight your key concepts!

Write your concept first, then draw a box around it to emphasize your point. Boxing your words and phrases is a great way to bring out the topic and keep your audience focused on the subject.

Get creative!

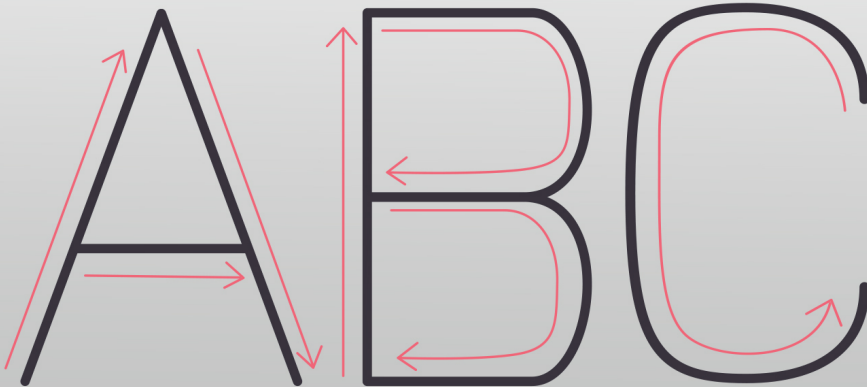
Add punch to your whiteboard by adding color between the lines.

Yes, you can do that!



# Secret #5

## CAPITAL IDEA

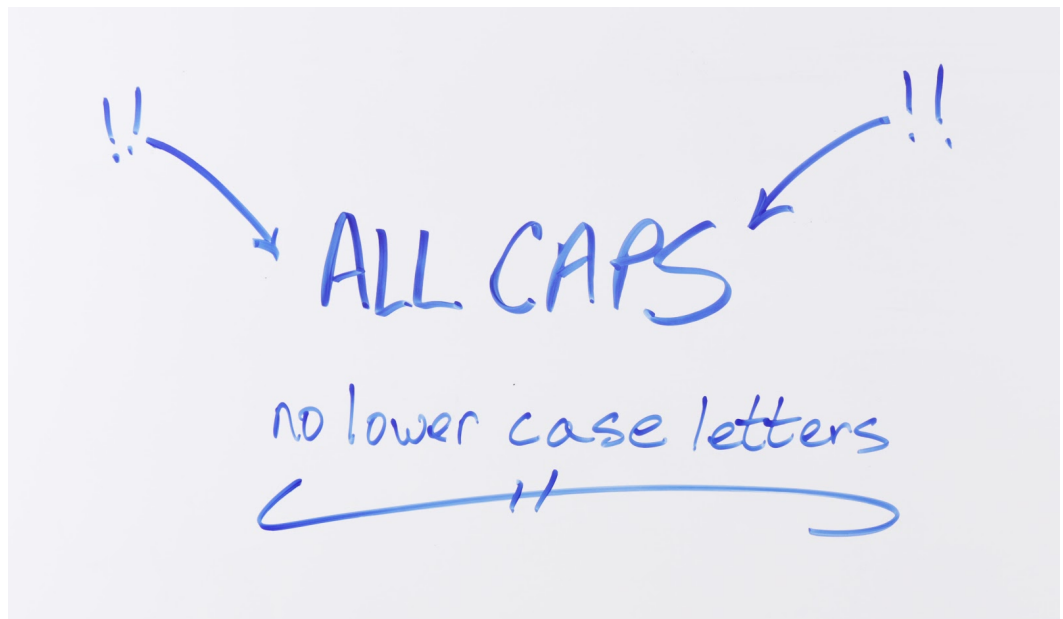


**It's not yelling – it's legible from anywhere!**

Whiteboard professionals capitalize their letters. Capital letters help with legibility and are visible from a distance. Lower case and cursive lettering is harder to read and you don't want that! Be clear – write in CAPS!

When do you write in lower case? When you are working out a problem by yourself or in close quarters with one other person.

CAPS are nice to those who wear glasses!





# Secret #6

BYOP

~ • BRING YOUR OWN PENS ~  
" )

## Show up meaning business!

You never know what you're going to get when you arrive in a conference room used by a 100 other people who leave the cap off the pens! Don't take the chance – buy your own set and show up ready to kick butt!

Yes, we made a special case for our pens! Pallas Pens are fantastic because they write well and erase even better!

Plus, we designed this cool case, so it fits easily into your desk or backpack!

Get Your Set at [Pallas Pens](#)



CURRENT STATE

THE POWER OF THIRDS

GOALS

[ACTIONS YOU  
WILL TAKE]

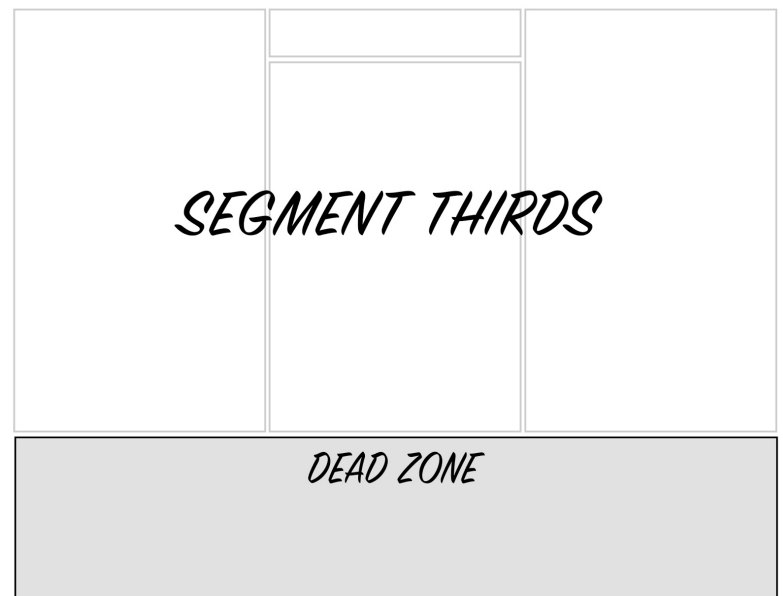
# Secret #7 The Power of Thirds

## Make any presentation on a whiteboard with thirds!

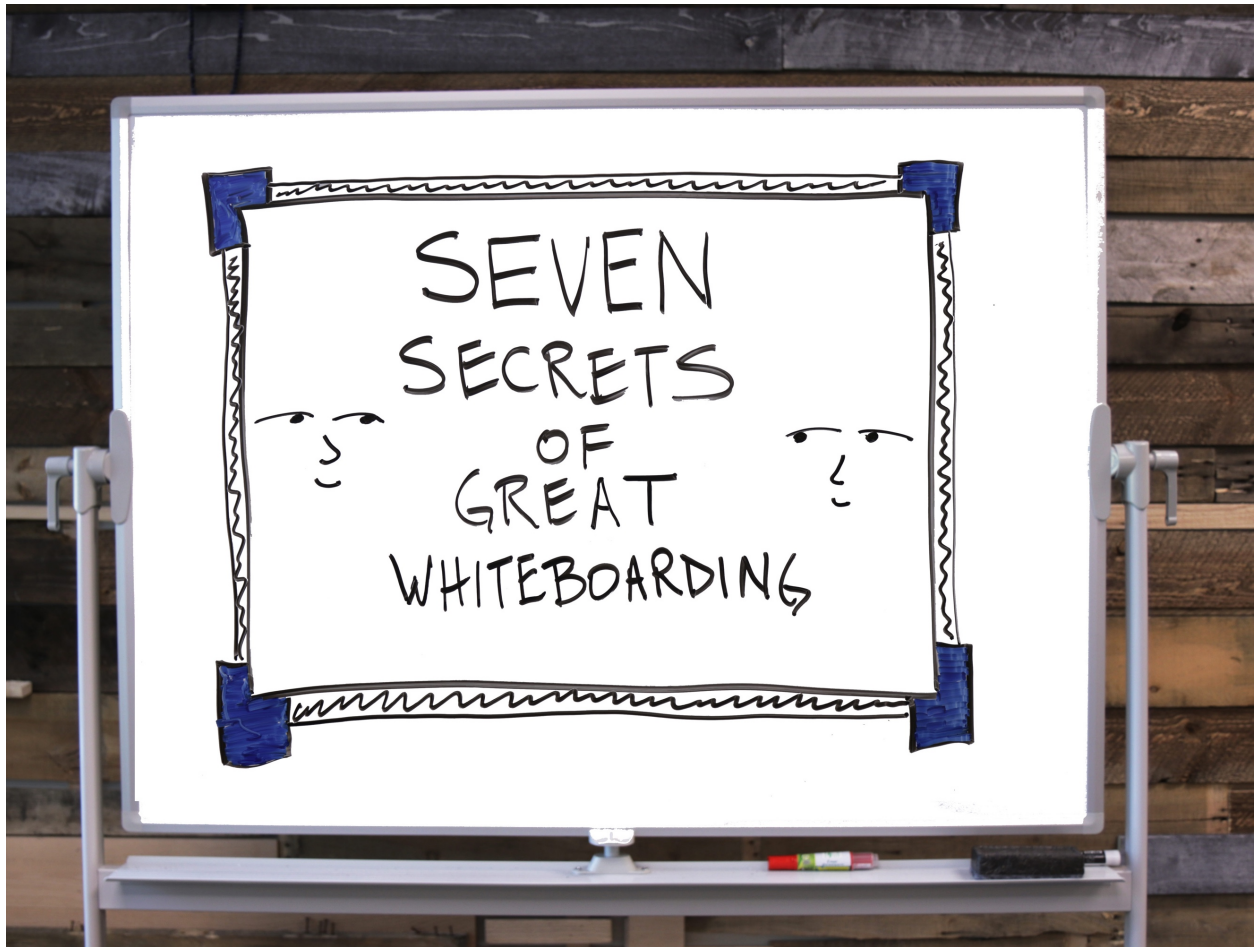
Segmenting your whiteboard into thirds is a great way to tell a story. In the first segment, set up the problem. In the second, explain what actions need to take place, and in the third segment, detail the results. Any presentation fits this model!

By the way, every whiteboard has a dead-zone. That's the area of the whiteboard that cannot be seen by the audience or is a segment of the whiteboard that you are unable to write legibly.

Know where your dead-zones are BEFORE you start your presentation. Otherwise you'll look silly doing yoga moves during the performance!







You can reach us at [info@PallasPens.com](mailto:info@PallasPens.com) or our web site [www.PallasPens.com](http://www.PallasPens.com)

Everyone can advance their career by improving their whiteboarding skills.

Thank you for your support!

Founders  
Devon Wayt  
Robert Christiansen

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