



Business Marketing Engine

DRIVEN WITH HEART, FUELED BY RELATIONSHIPS

The BME **ARC** System

This system empowers you to communicate effectively to those listening to you.

The BME ARC System Explained



Use **ARC** when you start a conversation with any level of complexity at all.

I'm **A**sking for your help with _____

The **R**eason is because I need _____

The **C**ontext is (where you share the backstory and all the details).

Don't start with the backstory, it will overwhelm the other person. Start with a clear **ask**, share the **reason**, and then get into **context**. This will make your communications direct, powerful and valuable.