



Invisible Deck

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The Invisible Deck as a Tool for Aligned Thinking

The Invisible Deck is more than just a clever demonstration — it's a way to show your clients that you are already in tune with their thinking, their business, and their industry. The effect isn't about a card. It's about creating a moment where the client feels:

- “They understand me.”
- “They see the world the way I do.”
- “They’re already aligned with my goals.”

The technical adjustment depends on where you're performing — whether it's in a boardroom, at a trade show, in a social setting, or online.

1. Boardroom / Online (Zoom, Teams, Webinars)

Context: Formal setting with decision-makers, or virtual meetings.

Deck position: Hold the deck at chest or eye level so everyone can see clearly.

Adjustment: Spread from the side containing the same value as the one they thought of.

Framing:

“When we come to the table, my aim isn't to guess what you want — it's to show you that we're already aligned. Just as this card matches what you had in mind, our solution matches the needs of your business.”

2. Trade Show / Social (networking events, informal conversations)

Context: Fast-paced, high-energy environments where attention spans are short.

Deck position: Hold the deck below chest level, naturally in your hands.

Adjustment: Spread from the side containing the opposite value of the one they thought of.

Framing:

“At events like this, there's noise everywhere. But when we understand your industry and your challenges, we can cut through the clutter. Just like this card — out of 52 possibilities, we're on the same page as you.”

Quick Reference: Which Side to Spread From

Setting	Deck Position	Spread From
Boardroom / Online	Chest / Eye level	Same side as the named card
Trade Show / Social	Waist / Below	Opposite side of the named card

Positioning the Message

- **Boardroom:** Strategic alignment — “We understand your business priorities.”
- **Trade Show:** Cutting through noise — “We know what matters most in your industry.”
- **Social:** Personal alignment — “We get you, not just your company.”
- **Online:** Clarity despite distance — “Even remotely, we can stay fully aligned with your thinking.”