

KILLER PRESENTATIONS

A FLOW

CREATE A POWERFUL PRESENTATION THAT HITS THEM IN THE HEART AND COMPELS THEM INTO ACTION.

1 SHOCK STATEMENT/ QUESTION

Wake them up, challenge their attention, and get them leaning forward.

2 WHAT'S THE REAL PROBLEM THEY'RE FACING?

Sell the problem first. Show them you can empathize with where they are in life and that you understand the source of their pain.

3 WHO ARE YOU AND WHAT DO YOU DO?

Now it's time to share what makes you the right person to help. This is your credibility, but mostly your likeability.

4 WHY IS THIS SO IMPORTANT TO YOU?

Share your story. People want to know why you care before they care what you know. What's your mission, stand, values, etc.?

5 THE SOLUTION

Finally the moment you've been waiting for. Share your product/company/solution in as much detail as you have time.

6 THE VISION

When you are successful, how will your work impact the world/universe? What does success look like in the eyes of your audience?

7 HOW CAN THEY HELP?

When you are successful, how will your work impact the world/universe? What does success look like in the eyes of your audience?

