



## A Framework for Effective Presentations

### 5 Key Components of Any Communication

#### 1 - Intro

**An introduction is all about setting the tone. You can do this in a number of ways:**

A video

A gripping/shocking story

A question

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#### 2 - Story

**Stories can move. They can sell. Have several things in mind when you include stories in your presentation:**

Link your story to your product.

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Talk about the struggle and the transformation.

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There must be a discovery.

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Be the guide, not the hero.

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#### 3- Offer

**Build up your offer by:**

a. Making your audience aware they have a pain, educating them.

You can do this through:

- Statistics
- Pointing to relevant media



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b. Discussing the solution (your product/process/discovery)

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Note: Beware of bombarding your audience with too much information. Explain just enough so they'll know they have a problem and they'll be motivated to move towards the answer.

4 - Body

**People love systems. Come up with a number of steps that will improve your audience's situation.**

1:

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2:

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3:

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4:

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5:

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Name your system.

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Back up your system with a case study or testimonial.

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5 - Call to action

**The end is an awkward place to first mention a sales offer so start early.**

- Plant the seed right from the beginning.
- Water that seed throughout.
- Harvest the seed with the most appropriate call to action (CTA).

Offer to help people continue and get the next level of solution so they can be better off.

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