

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
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.
Talk about the struggle and the transformation.
Talk about the struggle and the transformation. There must be a discovery.

3- Offer

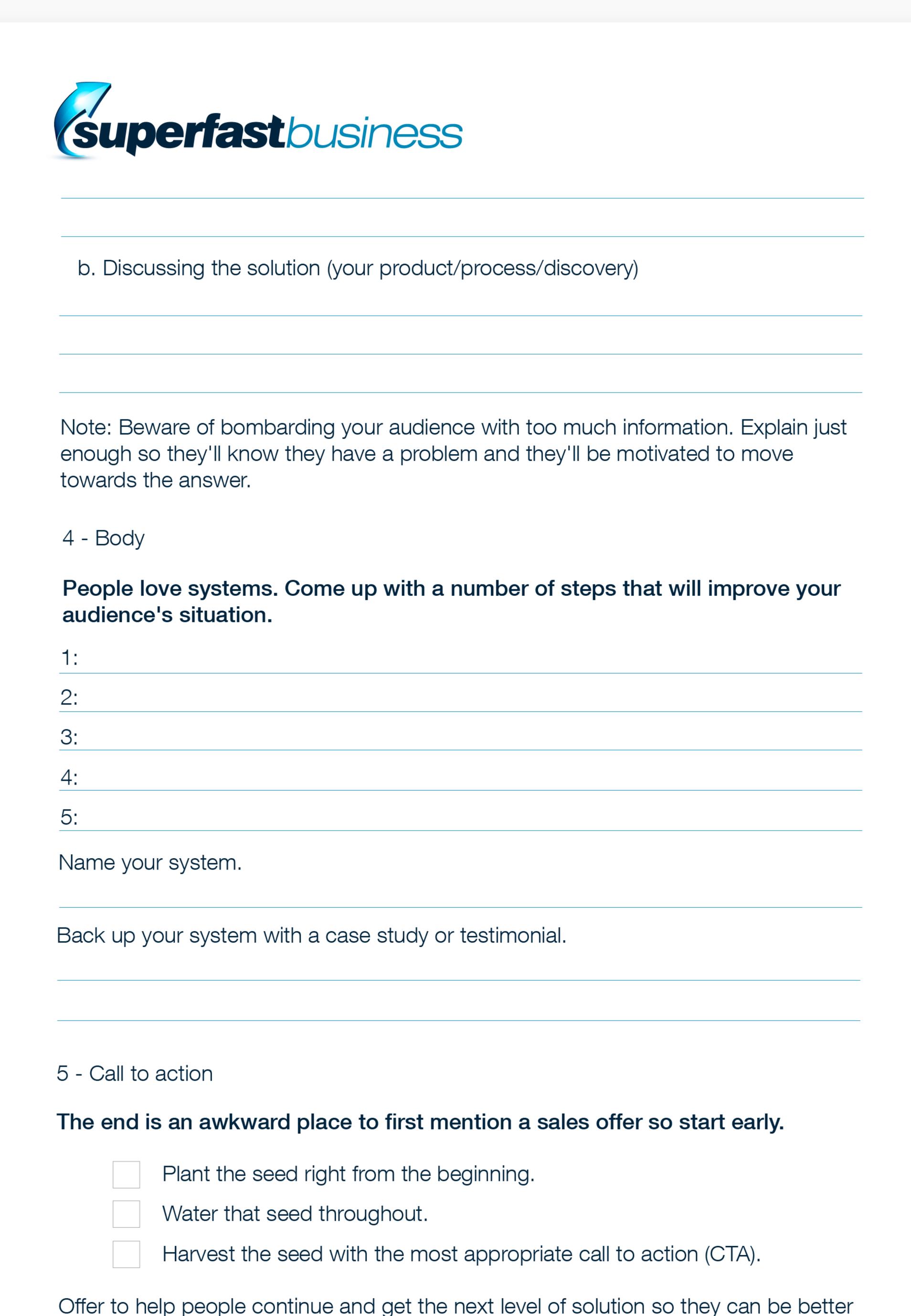
Build up your offer by:

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

You can do this through:

- Statistics
- Pointing to relevant media

Be the guide, not the hero.



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