

Profit Presentation Formula

The Profit presentation Formula has 6 key elements.

Whether speaking to 2 clients or 2000 prospects... these 6 keys to a killer keynote must be present **IF** you want to wow your audience, increase your profile, conversions, build a strong following, be sought after as the expert... make lots of money!

Engage

1

How/when are you engaging your audience?

Connect

2

What are you doing to quickly connect with your audience? Do you connect throughout your presentation?

State

3

How are you changing the state of your audience?

Stretch

4

What Conversion Content is helping your audience transform?

Pitch

5

State it... Clear, Confident and Compelling.

Power

6

Are you attractive to your audience? Charismatic, easy to watch, listen to, follow?

Profit Presentation Checklist



Tick off the components below as you craft your presentation. Possible 'new topics' are in red. If you are already in our Double Black Diamond Program you will cover these in depth.

Engage

Hot Spots

- Why stack problems and promises
- Frame their reality, nail where they are at
- Intro with oomph, confidence and clarity
- Yes set unconscious buy in

Connect

Involve

- Build rapid rapport
- Ongoing interaction – questions, activities, unconscious language patterns
- Permissions – for your presentation/sale
- Feedback loop
- Exceptional eye contact

State

Change

- Power set and maintain your state
- Constantly read your audience and adapt accordingly
- Change audience state multiple times
- Hot spot stories and case studies

Stretch

Transformation

- Conversion content, succinct, dynamic and relevant
- Stage anchor/vocal anchor/wordplay and trigger anchors
- Obvious option moments for conscious participation toward your desired result

Pitch

Clarity

- 1 pitch/sale only
- Pull pitch, no brainer
- Zero 'erk' or weirdness, deliver with confidence
- Guarantee – iron clad and enticing
- Get permission
- Pitch needs to be a clear benefit for your audience

Power

Delivery

- Power space marking
- Crystal clear purpose, intent
- Confident and natural
- Move with purpose
- Vocal variety
- Kick butt conclusion
- Work your audience