

Your Passport To YES! How To Create A High-Converting Talk In One Hour or Less

“PRESENTATION” SERIES

The Chiro Speaking Club

January 2019

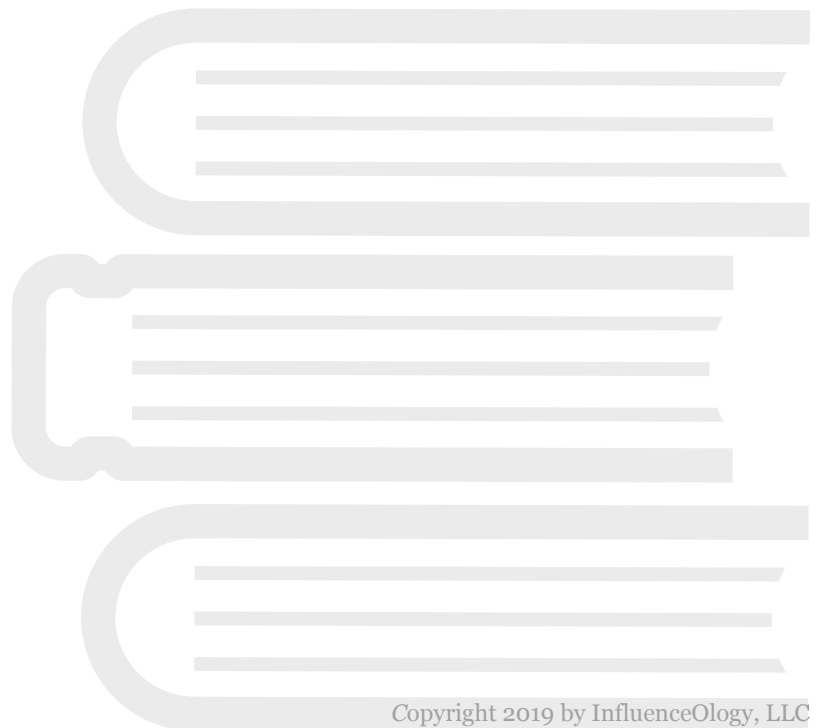


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Part 1 - Why this training will improve your life

1.1 The 10 benefits of using a presentation structure

It will help you convert more

It will make your presentations more predictable

It will allow you to detect and change what is NOT working

It will give you presentation flexibility

It will save you time

It will increase your confidence

It will make your message even more authentic

It will increase your charisma

It will give you an understanding of the science of communication

It will help you craft and deploy different talks

1.2 The philosophy of a presentation structure

Presentation structure is art, science and application

The context of your presentation will determine what elements of the structure you will use

What you are doing in the presentation is more important than what you are saying

The goal of this training is to help you ethically influence your audience, not only “share” information with them.

In persuasive speaking it is always about addressing a problem OR an introducing an opportunity, sometimes both.

1.3 How to maximize this program - a quick checklist

- Listen to all the videos and write down your ideas
- Become familiar with the core elements of the structure
 - **Opening**
 - **Pre-frame**
 - **Body**
 - **Pre-close**
 - **Close**
- Build your first presentation fast, do not get caught up in the details
- Be flexible
- Verbalize your presentation out loud so you can “feel it”

Part 2 - The presentation creation process

2.1 The elements of a presentation structure - an overview

1.) **Strong opening**

Goal: Grab their attention, break their thinking-pattern, raise their curiosity, be unique, etc.

Emotional Target: Curiosity, attention and surprise.

How: Question, story, prop, demonstration, physical exercise, puzzle, review a survey, etc.

2.) **Pre-frame**

Goal: Give reasons for them to listen to you (hold their attention), raise their expectations, get commitment for engagement, build connection, reveal some vulnerability, give the “big picture”.

Emotional Target: Expectation, rapport and readiness.

How:

Content:

BIG why:

Participation :

Offer:

Personal Story:

3.) the problem

Goal: Start building up the problem and make it super relevant to the audience.

Emotional Target: Realization, identification, and discovery.

How: Move them from global pain ==> personal pain using CEIQ (claim + evidence + illustration + questions) + self persuasion.

4.) the impact of the problem

Goal: Have your audience “feel” the problem and how it impacts their personal and professional lives.

Emotional Target: Pain, fear, stress, discomfort, pressure and future regret.

How: Questions (past, present, future) + consequences (financial, emotional, strategic) + stories + self-persuasion.

5.) the cause of the problem

Goal: Explain the cause (s) of the problem (you will introduce the solution later on).

Emotional Target: Realization and discovery.

How: Examples, descriptions, claims + evidence + illustration + questions (CEIQ model)

6.) the ineffective way to deal with the (cause of the problem/problem) and why the problem will persist

Goal: Explain how people usually deal with the cause of the problem/ problem, why it is ineffective and how the problem will continue.

Emotional Target: Realization and discovery.

How: Examples, descriptions, claims + evidence + illustration + questions (CEIQ model)

7.) introduce the solution

Goal: Start changing their emotional state by introducing the solution.

Emotional Target: Relief and hope.

How: Voice, body language, questions, energy level and introduce your proposed solution.

8.) how your solution works

Goal: Explain to the audience HOW your solution works, give them an overview.

Emotional Target: Hopeful, desire and certainty.

How: Give frameworks, ideas, descriptions, processes, how-to-content, etc.

9.) prove that the solution works

Goal: Give evidence and illustration that your solution will help your audience fix the cause of the problem.

Emotional Target: Identification, excitement, certainty and optimism.

How: Case studies, stories, statistics and testimonials (written and video).

10.) the solution is the best alternative

Goal: Tell your audience why your solution is the best of the alternatives.

Explicit conclusions are more persuasive than implicit ones.

Emotional Target: Certainty and optimism.

How: Depending on the type of the presentation, you can do a compare and contrast chart, or just give your opinion.

11.) pre-close

Goal: Transition to your offer, create urgency and the “buying state”.

Emotional Target: Excitement, certainty, decisiveness, power, control and autonomy.

How:

Freedom of choice:

Future Regret:

Future Pacing:

Introduce the offer:

What it is not & What it is:

Features & Benefits:

Contrast question:

Address & Reframe the objections:

Social Proof:

Create urgency (discount, bonus, scarcity):

12.) close

Goal: Have your audience take action.

Emotional Target: Happy, hopeful, certain, empowered, resolved.

How: Give a specific call to action, leave them on a high note and do another call to action (or secondary close if applicable)

Call to action:

High note:

Call to action:

2.2 Preparation questions: finding the content for your talk

A little clarification: The solution Vs. Offer

What is the BIG idea (key message) of your talk?

What are some of the relevant characteristics of your audience member?
(income, age, experience level, gender, values, beliefs, etc)

What does your audience need and want?

What is your offer (the next steps you want them to take after your talk)?

What does the audience may think your offer is, but it is not?

What are the features and benefits of your offer (what they are going to get)?

Are you offering any discount, add-ons or bonus to create urgency and make your offer even more compelling?

How do you want your audience to feel after your talk?

What do you want your audience to believe after your talk? What do they have to believe in order to take action in your offer?

What do you want them to do after your talk?

What is the problem (s) that is your audience experiencing?

What is the impact of the problem (s) they are experiencing? What is the financial impact? What is the emotional impact? What is the ultimate consequence if your audience does not change?

What is the cause (s) of the problems they are experiencing?

How is your audience trying to fix the problem / cause of the problem?

What is the audience's belief about their problem?

What is your proposed solution?

How does your solution fix the cause of the problem?

What is the proof that your solution works? What are the stories that you can tell that will prove your solution works? (think identification)

Why is your solution the best alternative to fix the cause of the problem?

What are the objections that may stop someone from taking action?

How are you going to address and reframe those objections?

What is your personal connection (story) with this topic?

2.3 Plugging your answers into the presentation structure

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Content:

BIG why:

Participation :

[Redacted]

Offer:

[Redacted]

Personal Story:

[Redacted]

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Contrast question:

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Social Proof:

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Call to action:

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High note:

[Redacted]

Call to action:

[Redacted]

Part 3 - The final product

3.1 Example - Neuropathy Talk

1.) Strong opening

I am curious, how many of you have felt numbness or tingling in your feet recently?

I am curious, how many of you, OR a loved one, have been diagnosed with Neuropathy? Ok, you are in the right seminar, that is great! (smile)

How many of you, or your loved ones, went to a doctor and they told you that Neuropathy does not have a cure and you have to take some type of medication for the rest of your life or they told you "just live with it"?

(hands up)

I have great news for you. If you have less than 85% sensory nerve loss, there is a solution. The key is 85%. Now please, can you repeat this number, it is very important!!!

2.) Pre-frame

Content:

And that is why we are here today. In the next 45 minutes you will discover a 3-step process (how many steps you teach) that is currently helping hundreds of people right here in (your town) to overcome Neuropathy naturally...

BIG why:

allowing them to regain their life back. Now our patients can walk safely, enjoy their golden years, and most important, live without the fear of amputation and having to be on drugs for the rest of their lives...

Participation:

What I discovered by doing lectures is that the patients who get the best results are the ones who participate, just like going to the gym (analogy)

Offer:

I am curious, how many of you have been to a class or seminar before, learned some life-changing information, and for some reason, you did not implement it? (OK). I hope today will be different, if this information resonates with you, I will give you an opportunity to implement these ideas into your life so you get the results you want.

Personal Story:

My heart has a special place for people who suffer from Neuropathy... (a personal story that connects you with the topic)

3.) the problem

So what is neuropathy?

Neuropathy is defined as "Damage to, or disease affecting the nerves". This damage is commonly caused by a lack of blood flow to the nerves in the hands and feet which causes the nerves to begin to degenerate due to lack of

nutrient flow. When the nerves degenerate and start "dying", people start having all kinds of issues and problems. (go deeper with explanation)

How widespread is this condition? (add stats)

8% of the U.S. population - or about 24 million people - suffer from peripheral neuropathy.

30% of diagnoses are linked to diabetes.

How do you know if you are experiencing Neuropathy?

- A sensation of wearing an invisible "glove" or "sock"
- Burning sensation or freezing pain
- Sharp, jabbing, shooting, or electric-like pain
- Extreme sensitivity to touch
- Difficulty sleeping because of feet and leg pain
- Loss of balance and coordination
- Muscle weakness
- Muscle cramping/twitching
- Difficulty walking or moving the arms
- Unusual sweating
- Abnormalities in blood pressure or pulse

4.) the impact of the problem

Is neuropathy a serious condition?

Neuropathy should not be taken lightly...

If not cured, Neuropathy can lead to:

- Amputation
- Loss of mobility
- Lead to sudden falls

For example, Mary came to my office (what if you don't story, we will use that later on during the close)

5.) the cause of the problem

So what are the major causes of Neuropathy?

There are several main causes of Neuropathy such as diabetes, chemo-induced neuropathy, hereditary disorders, inflammatory infections, auto-immune diseases, protein abnormalities, poor nutrition, kidney failure, chronic alcoholism, and certain medications - especially those used to treat cancer and HIV/AIDS.

> Here is what happens to your nerves (explain the science behind it)

6.) the ineffective way to deal with the (cause of the problem/problem) and why the problem will persist

In our current medical system, the solution of neuropathy is to do what?

Wait until it gets worse...

Take medications like Neutorin, Lyrica, etc to deal with the symptoms of Neuropathy.

I am curious, do these medications ever fix the cause of the problem or they just mask the symptoms?

Do you think these drugs have side effects?

Do these medications stop the problem from getting worse?

What is the danger or consequences of continuing to take these drugs in the long run?

(add a what if you don't story) A new a patient that has been taking medications for so long, came to our office...the damage was too late...(over 85%)

7.) introduce the solution

That is why I am so excited to share with you a natural way to deal with Neuropathy

We have spent the last _____ years fine tuning this process....

It is called "Adios Neuropathy" (the name you created for your system)

8.) how your solution works

There are 3 steps (break down your care into steps - 3 to 5 - that you do in your office) in our proprietary process, and they must be done together to maximize results

- ▶ increase blood flow (here is how we do it)
- ▶ Stimulate the nerves (here is how we do it)
- ▶ Decrease inflammation (here is how we do it)

Add studies (add any scientific study to back up your methodology)

9.) prove that the solution works

Our 3-step process has been able to help so many in our community, for example:

Patient story 1 (what if you do): Male - objection: "I tried a Neuropathy treatment before and it did not work..."

Patient story 2 (what if you do): Female - objection: "I have been taking medication for too long, is that going to help me..."

Patient story 3 (what if you do): Male - objection: "does my insurance cover this?..."

10.) the solution is the best alternative

At the end of the day, patients with Neuropathy can wait and see it get worse, take medications and feel less pain and allow the condition to deteriorate, OR take, what I

believe the best course of action and fix the cause of the problem like our patients did.

11.) pre-close

Freedom of choice:

Obviously when it comes to your health, you have the ultimate power to choose what to do about it...

Future Regret:

And I just want you to consider for a second...imagine one year from today, and because you have not taken action to fix the cause of your Neuropathy, your condition got worse, maybe to a point that is irreversible, maybe to a point where you have to take drastic measures to save a limb...now...wouldn't you regret when you look back at this moment knowing that you could have done something about it but you didn't ?

Do you feel like Mary (what if you don't story your shared before during your talk) regrets not taking care of it before?

Future Pacing:

But on a bright side, what happens when you invest in your most important asset your health, right now, you make it your priority. How awesome are going to feel 6 months from today when you are doing things that you physical can't do right now? How is it going to feel when you wake up empowered because you are not in pain anymore and you do not have to rely on medications to get by?

Introduce the offer:

That is why we developed the Adios Neuropathy Consultation (what ever your unique mechanism is)

What it is not & What it is: Features & Benefits:

Let me tell you what is NOT...

You are not going to come to my office, wait for two hours, have a 10-minute consultation with me to walk away with more prescription drugs.

Here is what it is...

We will sit down and do (list all the features of your consultation and connect to a benefit)

Consultation so that (benefit)

Testing which means to you (benefit)

History exam so you will be able to (benefit)

Contrast question:

I am just curious, if you were able to get all these testing done in a local hospital, which you can't because they don't do it, and insurance did not cover, how much do you think would cost someone?

(wait for answers, they are going to say 3,000, 5,000, etc)

Exactly.

Address & Reframe the objections:

One of the things that people wonder is the cost. In my opinion the real cost is living a limited life because you can't do things that you love because of your neuropathy condition, that is how much it costs. (pause) We do everything possible to change that, so the investment is just a nominal FEE of _____ to see if we can help you

Social Proof

One of my patients had such an amazing experience that he decided to join us this evening...

Mr. Bob, can you share the experience you had working with us (Live testimonial)

Create urgency (discount, bonus, scarcity):

When you sign up today....

12.) close

Call to action:

And the best part is that we have done the work for you.

Here is how you schedule your appointment

(guide them through the form)

Name, email, phone, best day and time for the

appointment, my staff will stop by to get your payment

High note:

One wish story

Call to action:

I am looking forward to seeing you at the office, my staff is coming around to get your paperwork, you have a beautiful day

3.2 Putting into action - 10 tips to make your talk outstanding

- ▶ After you outline your talk on a paper, white board or a mind map software go over the structure and determine if you want to use slides to add to your message. Many presenters prefer to use a white board (writing pad) and props instead of slides.
- ▶ Slides should add to your message, not be your message.
- ▶ Some parts of the presentation don't need slides at all, for example the pre-frames.
- ▶ Rehearse your talk until it becomes fluid and you become comfortable with the entire talk
- ▶ You can always use a few slides and a combination of exercises, props, white board etc.
- ▶ When you rehearse, time your presentation. It is extremely important to present within the allotted and NOT rush through the presentation. If you have too much content for allowed time, delete some of the content
- ▶ Focus on the stories!!!
- ▶ It is about them! You, your, as you realize, as you can see, etc.

- ▶ Remember to ask a lot of questions when delivering the presentation.

The structure will give you a direction, engagement will make you persuasive.

- ▶ Contrast is king!

▶ 3.3 F. A. Q.

Can I use this presentation structure for a short, 5 - 10 minute talk?

I am uncomfortable with some of the elements of the presentation structure, for example “future regret”, what should I do?

How much content should I give during the “solution” part?

What is the bare minimum I should use?

How long does it take for me to master this structure?

Are there other presentation structures?

My personal message to you
