



# Speaking for Fun & Profit

Maximizing Your *Impact* & Your *Income*



## **Nancy Matthews & Trish Carr**

International Speakers,  
Best Selling Authors & Global Leaders



*With over 25 years of experience in business, leadership, communication, marketing, sales (and oh so much more!) Nancy Matthews & Trish Carr share their insights and savvy to support YOU! This dynamic duo pulls back the curtain to share their proven systems and strategies for success so you can achieve the results, prosperity and happiness you desire and deserve!*



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## Maximizing Your *Impact* & Your *Income*

### Presentation Planning Worksheet

Not getting the results you hoped for at the end of your presentation?  
Your Content is Superb ... So Where's the Missing?

#### → Choreograph An Inspiring Dance With Your Audience

Follow these guidelines before you create your presentation script or outline to ensure the audience will be engaged, enrolled and inspired.

#### Step 1: Complete this session first to capture essential elements

##### Topic Idea

What I want the listener to learn is \_\_\_\_

What I want the listener to be able to do after getting this info is \_\_\_\_

##### Target Market

Who is this for?

What are they experiencing now?

What are their problems, challenges and/or desires?

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### Target Market (Cont'd)

What do they want that I can give them?

### The Next Step For The Listener (What do you want them to do?)

- \_\_\_ Buy an additional product or service
- \_\_\_ Understand what I offer better
- \_\_\_ Want more information
- \_\_\_ Be convinced, have a new perspective
- \_\_\_ Recommend me to others, creating introductions, strategic alliance

### The Presentation (Overview)

- Opening – Welcome
- Introduction – Tell them what you're going to teach them
- Body – Teach them
- Conclusion – tell them what you taught them and invite to further action with you (next steps)

**Step 2: Create your presentation using the elements from Step 1, your content and following this flow**

### The Presentation (Break It Down)

- **Opening – Welcome**
  - Acknowledge the listener, describe who they are, what they're experiencing and possibly different levels of knowledge on the subject you're teaching on

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### The Presentation (Break It Down) (Cont'd)

- **Introduction** – Tell them what you’re going to teach them AND let them know that they’ll have the opportunity to go even deeper into the subject as you work together with them even further beyond this teaching
  - Re-state the title of the talk and how you’re going to explain it – hitting upon the main points you’ll cover in the talk
  - Let them know, once you’re done with the teaching they’ll be able to: (choose from one of the following depending on circumstances)
    - Contact you for more information (i.e. set up an appointment)
    - Work together 1 on 1 so they can receive even more benefit
    - Have the opportunity for a special, discount or bonus to take this further
- **Body – Teach Them**
  - For each main point (the bullet points stated earlier)
    - The point
    - An example, story or testimonial
- **Conclusion – Tell them what you taught them**
  - Recap what you stated in Introduction
  - Invitation to continue working with you (a/k/a “The Close)

### Want to Learn More About Maximizing Your Impact & Your Income?

- Double, Triple or Even Quadruple Your Income with Speaking to Groups
- Get Your Audience to Say YES to Your Offers
- Feel Cool, Calm, Collected & Confident During Every Presentation!

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