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# POWERFUL PRESENTATIONS (How To Speak To Sell)

EPISODE #**56** of a Daily Dose of Greatness Quest with Trevor Crane

## **DAILY QUOTES**

“If you can speak to sell, you will never go hungry.” -Dan Kennedy

## **DAILY QUESTION**

Are you a SPEAKER? Or do you deliver WEBINARS? Or do you ever make SALES videos or write SALES copy?

Which would make the BIGGEST difference to you: Delivering a POWERFUL PRESENTATION as a SPEAKER, WEBINAR, SALES VIDEO, or SALES COPY?

## **DAILY CHALLENGE**

**Pull out your success journal and plan a POWER PRESENTATION.**

It could be a webinar, a PowerPoint, a Facebook Live episode, something...

Use the structure of PROMISE, PROBLEM, PROOF.

Or if you like the frame of: BEGINNING, MIDDLE, and END.

Or, SETUP, CONFLICT and RESOLUTION.

Then, add a CTA (Call To Action) at the end - and you're **GOLDEN**.

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## **SUMMARY**

On today's episode, I share a simple the three-step process to deliver a **POWERFUL PRESENTATION**. Here's a short summary:

**PROMISE** - Make a big, FAT promise.

**PROBLEM** - Call out the PROBLEM by sharing a story of the challenges and setbacks you went through.

**PROOF** - Share stories of your success, your client's success, or even FAMOUS stories.

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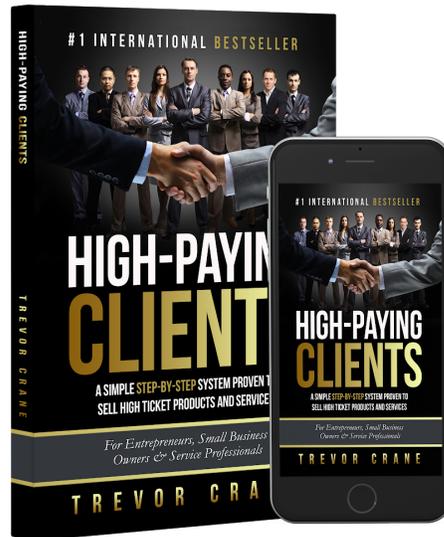
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## HERE'S WHAT YOU SHOULD DO NEXT:

Get a FREE COPY of my book, HIGH PAYING CLIENTS at: [trevorcrane.com/freebook](http://trevorcrane.com/freebook)



## ABOUT TREVOR CRANE

Trevor Crane is best known for 2 bestselling books, [High Paying Clients](#) and [Big Money With Your Book ...without selling a single copy](#). If you want to become IRRESISTIBLE to your ideal target client, and massively grow your leads sales and revenue, Trevor can help you craft a book that becomes your most powerful marketing tool, in 90-days or less. For details visit: [EpicAuthor.com](http://EpicAuthor.com)

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## TRANSCRIPT

One of the coolest things I get to do is help my clients create powerful presentations that change lives. Today we're going to talk about how you can deliver a powerful presentation. How you can create one really quickly, and then deliver it really fast so that you can move people.

I know you're going to love today's show.

(INTRO - AUDIO)

All right. Today's episode is about **POWER PRESENTATIONS**. Now, I've been doing a lot of homework around this, around the power of storytelling. Being in the publishing business and helping people tell stories and present and speak on stage. And coaches, consultants, speakers, doctors, people who are brave enough to go out there and face that big fear of public speaking.

But it doesn't matter whether you are crafting a webinar, if you're crafting a sales letter, if you are going to present your information to another human and you're going to communicate to them and you want to be a powerful influence. I think you're going to love today's little 3-step process.

Now, this is something that I share with my clients all the time. One of my clients who I'm helping with her book right now, her name is Kirsten, and she was about to go give a presentation where she wanted to make an offer to the room. And she was framing, she was talking to me about what her conversation was going to be about, her talk was going to be about and what she wanted them to do. And then I gave her this little 3-step process.

And she went out and killed it. I trained it in like three to five minutes. It was really fast. She wrote down the components. She decided that this was a better presentation strategy than what she had. She redesigned her entire talk, which you would think is complicated. But because it was such a simple process, she was able to do it really fast. She killed it at the event. She was able to get leads from that event. And then I don't know she's close sales from it yet. But I do know that this strategy works.

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And the strategy close business..

I did, I shared this with my wife one time. And my wife will sometimes counsel and coach me and sometimes I will counsel and coach her. And this is one of those times that she asked me my help because she was going to give a presentation and hold on. She did this several times. When she first published her first book, she went out and delivered a presentation using this strategy. It was a presentation in New York City at the New York Power Team Meeting. There's about 50 people in the audience, 52,54 people something like that. She delivered her presentation.

Now she had just published her book so she had a lot of confidence. That was an important part of it. But she used this system and she closed \$50,000 worth of business out of that room. And then she went ahead and if I got my numbers a little bit off there. My wife is probably listening to this. "No I didn't, Honey, I closed 54,000." Or 38,000 or whatever the number was.

She closed big money out of that room. Because when you speak to sell, when you give a presentation that influences others, and then you're giving them permission to buy your stuff, you're setting yourself free. And you're actually helping the people in the audience. She followed up with that group. And they came to one of her events. She sold them something at that first event when she met them. And then they bought, I think they all bought a phone call from her and then she upsold them. That's how she made the money.

And let's just say that I'm exaggerating. And she only made \$20,000, like oh my gosh. Like that's an amazing result to go deliver a free talk to a group of people. But the follow up from that event earned her another big chunk of money. And I don't even want to mention it because I don't want to exaggerate here. I don't remember the specifics. My wife gives me hell when I get the numbers wrong. But it was over, it was over 20 grand, two times in a row.

And so here's my point, what I'm about to share with you can be if you want to make money, it can be about, all about the Benjamins. I'm reading a book right now by Dan Kennedy. And in the book he says "*If you can speak to sell, you will never go hungry.*" I'm gonna say that again. This is my Dan Kennedy quote for you today, "***If you can speak to sell, you will never go hungry.***"

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**Dan Kennedy is a multi-millionaire and mentor to many of the most successful entrepreneurs and business people in the world today.**

He is a phenomenal marketer. And if you haven't taken some of his programs, you probably should. Dan Kennedy is a very powerful influencer.

But he said that if he was asked, and often he is asked if he was to start all over from scratch, how he would do it. He would speak. He would use the principles in his book called ***Speak To Sell*** to go ahead and start over from scratch. And learn how to deliver a powerful presentation, one that influences others. And one that gives people permission to buy your stuff, hopefully a burning desire in there to buy your stuff. So hopefully, I've been, built this up enough for you. So you can get these three parts.

So here they are, it's really simple. My build up is actually gonna be longer than my content. But I'm going to make sure I totally over deliver for you here. The three parts are **PROMISE, PROBLEM, PROOF**. Promise, problem, proof, these are the three steps, the three functions, excuse me, the three parts of a powerful presentation.

So I took a course from T. Harv Eker. He is the best-selling author of the book, ***Secrets of the Millionaire Mind***. And he was, he built an entire training environment, a phenomenal business called Peak Potentials that eventually built up and sold. And every weekend, he would sometimes have, well, not every weekend, but many weekends in a given year. And oftentimes 2, 3, 4 weekends in a month, he was delivering presentations.

He was having his ***Secrets of the Millionaire Mind*** event being taught not just by T. Harv Eker, but by the other trainers that he had trained. And so, he sometimes had 2, 3 trainings going on at once. At each one of those weekend trainings, he was making millions of dollars, 2, 3, 4, \$5 million per weekend. And what he talked about, the first thing that he told trainers to speak, one of the first things he shared with them how to present was **TO MAKE A BIG FAT PROMISE**. It's typically the name of your talk.

So I'm giving you step number one. When you make a **PROMISE**, like I have a program my wife and I teach, called Advanced Sales Mastery, basically giving you a promise in that. I say, here is the name of my talk, Advanced Sales Mastery. My book, one of my best-selling books is called ***Big Money with Your Book Without Selling A Single Copy***. The promise is big, selling big money with your book. And one of my books is called ***How to Write The Right Book Fast***. That's my promise. And I make that really

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quickly.

So it's probably the topic of your presentation, whatever it is that you want to give or deliver. It's the, it's done really quickly. In the *Secrets of the Millionaire Mind* template that T. Harv Eker gave us, he said, "Welcome". Part of this process was to say "Welcome to today's talk" title. And then you need to insert the talk title, the *Secrets of the Millionaire Mind*. Okay, that's number one. And then you kind of describes the result that people will get from your thing.

The second step is to jump right into the presentation of what is the **PROBLEM**. So you're going to make a big fat **PROMISE** to say your presentation is about losing weight. And you say, "I'm going to show you how you can get six-pack abs." or "I'm going to show you how you can have a 10-minute orgasm." Like that's the **PROMISE**.

But now as soon as you give it, a big **PROMISE** like that, "Hey, I'm gonna help you attract more leads, make more sales, deliver a powerful presentation." I need to also share with you the **PROBLEM**. Like what is the bullshit that rises up inside of your audience's head. Or what are the challenges that you went through.

Because probably, if you're sharing something with from your heart, if you're sharing something with conviction that you've actually been through before, you probably had some kind of setback or challenge. So if you just share that vulnerability, you're not now just this jackass braggart, braggart I think that's how it's pronounced, who is just telling people about how cool you are.

So you made the big fat **PROMISE**. I can help you make a million dollars, have a 10 minute orgasm, get six pack abs, whatever the promises. But now you get to share your **PROBLEM**, your journey. And when you get to tell your story from a place of conviction about how you've really been through something or the challenge that you've had with a client going through something that was challenging, you get to connect with everybody in the audience who calls bullshit. Basically it's a, what you call out the elephant in the room.

Most people think this is impossible. Most people think this is hard. Most people, when I first heard that myself, this is what you would say you'd say something to the effect of when I first heard that myself, I didn't think it was possible. I thought the person that told me that was lying. Whatever it is, you now call out the **PROBLEM**. And if you

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get to share your own story of vulnerability or someone else's, you've captured your audience because you've made a promise, you've now delivered a problem.

And now the third step is to just **PROVE IT**. See, a lot of times when I first was giving presentations, and I tried to influence people, I just wanted to give them more information. So I spend time giving them more content, more content, more content. Another tip, 13 tips, is more of this, more of a doo doo doo doo doo doo doo. And it was overwhelming for people.

And I had a hard time making any money or making any sales because I didn't follow a simple process of building the gap, of sharing with people the promise of what they would want, focusing on the challenges they need to overcome. And then telling them stories, real stories that capture their imagination, their heart, their love. They go into a trance when people listen to a story, and you prove your points of content, whatever you want to teach them.

You don't, I don't recommend that you just deliver 13 points of awesomeness. You can attend some boring seminar, a presentation and powerpoint on your own, it's fine. If you're going to entertain and engage your audience, teach your content through **PROOF**. Share with them how you did it, and teach them 1, 2, 3 steps. And ideally, that's how I like to chunk my information is in 1, 2, 3. Bigger than that, that's typically how people chunk information is 1, 2, 3. And then the fourth level is too many.

That's typically how people can process information. So if you now **PROVE** your three points that you want to teach, maybe with three different stories of you, or a client's success, you now get to share with them a journey, of beginning middle and end, which is a powerful storytelling strategy. By the way, I teach this to little kids, I teach this to entrepreneurs. I teach this to nuance authors that a powerful story has three basic parts as a three part narrative.

I shared this Casey Neistat on one occasion just recently. There's a three-part narrative. Every good story has a beginning, a middle and an end. And to go ahead and add a little bit of this to you from what I've been learning through my power of storytelling. This is, again this came from Casey Neistat, that is, the basic beginning is the **SETUP**. That's the **PROMISE**. Hey, here's the setup for here's what's going to happen. Then there is the middle part, which is the **CONFLICT**, which in this case, is the

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**PROBLEM** where you're like, "Oh, no! Oh, my God, what's gonna happen? I don't know what's gonna happen."

Every great story is like this, there's some kind of conflict that has to be overcome. And then the end is the **RESOLUTION**. Yay, it's a happy ending. And in this case, it's the **PROOF** that you provide in your presentation. That doesn't sound like you are telling and preaching and having to sell to anybody. But when you can tell a story about the **PROOF** that other people have had, using this process, whatever it is, you're trying to share with people, you are now communicating from a place of conviction.

And there's a big difference between confidence and conviction. I should do this on another podcast. So maybe I'll do this tomorrow, I'm going to talk about the difference between confidence and conviction. Because when you have conviction, it's already done. And confidence has its own challenges, although it's a pretty important part as well. Okay, so those are my, that's my three-part process for you today.

So my challenge to you today is to actually use this, you know, to go ahead and **pull out your success journal and plan a presentation**. It could be a webinar, a PowerPoint, a Facebook Live episode that you put on to. To write your own story and have a beginning, middle and end. A setup, a conflict and the resolution, a promise a problem and proof. And then the last part of your presentation should be, to have a call to action, a direct response. Dan Kennedy is renowned as being a direct response marketer. you put out marketing that requests a response.

So if you're going to share presentation with someone, don't just give it to them to give them more information. You now need to give them something to do. Notice at the end of each of my podcasts, I typically have a challenge for you. I asked you to go do something. Maybe it's to go to my website. Maybe it's just to train you to go to your journal at the end of every presentation.

At the end of every podcast, I typically call you into action. I want you to do something. I want you to use what you learned today so that you can learn it at another level. I'm also training you to do this for yourself. And also training you to respond to me if and when I make you an offer to say, "Hey brother, hey sister, come here and buy this stuff. Some training you're always have a call to action.

And if you're going to speak, to sell or deliver a powerful presentation, you need

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to learn how to move people. And if you deliver a presentation like I just described you today, you will be someone who moves other humans and influences other humans. You can either be influenced or you can be the influencer. I don't know about you but I know where I, what part of that scale I want to be on.

Alright, that's all I got for you today. A little longer than I thought it was going to be. But I love you and I want to support you. And every single day, I am bringing you something else to help you take your life and business to the next level. Try this with your kids. Practice it. Take some action.

**And make today friggin magnificent. I will see you tomorrow on another daily dose of greatness quest.**

To get even more awesomeness, which means all my best stuff, download my app by texting **Trevor** to **36260**. It will show up right on your cell phone.

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