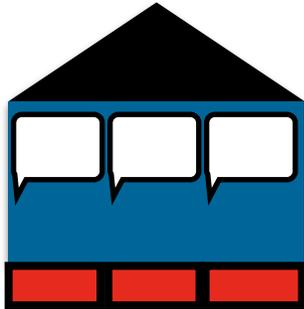


Message Composition

Three Steps to Building a Compelling Presentation



The Message Blueprint™

Business Leaders are thoroughly prepared for **every** high stakes presentation. Their presentations are built on a foundation of values, vision, and vows. They powerfully answer all the right questions to invite the heroes in their audiences to help them **generate money, support, and awareness.**

"Success is when Preparation meets Opportunity."

What is your audience looking and listening for?

During a presentation, your audience will look for someone with whom they can develop a solid business relationship, someone they like and trust. When it comes to making a decision to work with you, they evaluate people first, and before your ideas, products, and services

The key questions they will ask you are intended to uncover "who you are" and the unique skills and experiences that you bring. In addition, they are looking for elements of your character and the values that guide you. Only after you answer this initial set of key questions, will there be an opportunity to speak more about your ideas, the market, and your strategies.

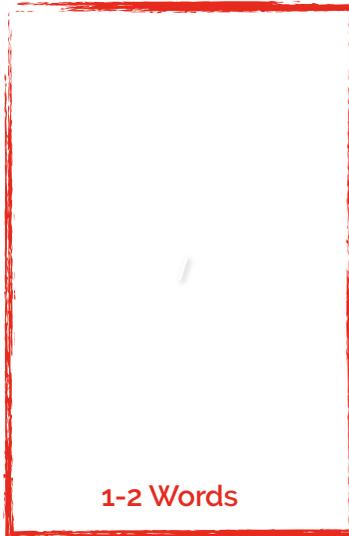
The following exercise will help us prepare you for the key questions your audience will be looking and listening for during your presentation.

Written Exercise

Part 1

Tell me what does the world need more of? (1-2 Words)

Why?

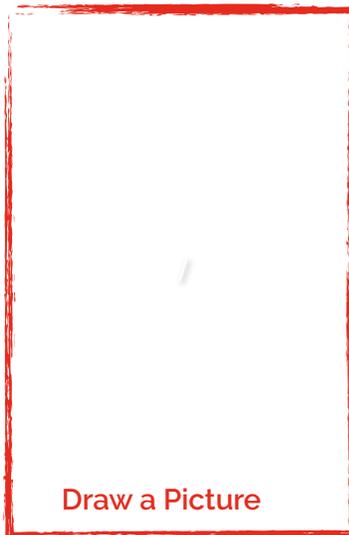


1-2 Words

WHY

Part 2

Five years from now, when the world is filled with more _____ (answer from part 1), describe the way the world looks and feels. (what's changed?)



Draw a Picture

WHAT
YOU SEE

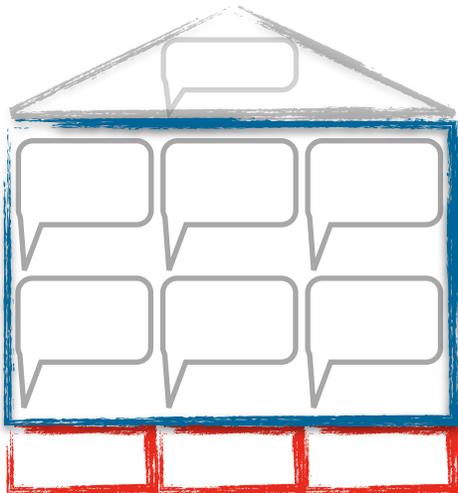
Part 3

Define what it means for you to be “All-In”.
Tell me about the last time you were “All-In”?

All-In

STORY

What's Next



The Message Blueprint™

We invite you to use the answers from your written exercises and incorporate them into your presentation. You will be able to build trust and engagement with your audience.

This is one of many **Message Composition** exercises from our website, utilizing our **The Message Blueprint™**. Visit us to learn how:

- To create an “About Me” video
- To pitch your idea, product, or service
- To masterfully handle Q&A sessions