

# PLANNING YOUR PRESENTATION:

How to Go from Idea to Finished Presentation Quickly and Easily



Before you begin writing your speech answer these 6 questions:

1. Who are your listeners and what kinds of goals can you help them achieve?
2. How many people will likely attend?
3. What kind of A/V will you have in terms of mic, projector, screen, etc?
4. What kind of seating will it be?
5. What's the main thing you want them to leave with?
6. Why do you want to give this speech - what are your ultimate goals?

# Idea Capturing

There are many ways to convey information. If you give people only concepts you will bore them. This process helps you put your information in interesting and digestible ways. Brainstorm on anything you could add to your presentation, no editing. You won't use it all, but fill up a flip chart or Word doc with as many ideas as possible under these categories:

## LEFT BRAIN, LINEAR, LOGICAL PEOPLE LIKE:

1. **Concepts** E.g. A loss of interest in judging others is a sign of good mental health. Forever Living has a new anti aging product line.
2. **Facts/Stats** E.g. Between 1995 and 2015 the direct selling industry grew by 78%
3. **Agenda** E.g. Here's a list of what we'll cover today
3. **Summaries** E.g. To summarize here's what we just covered
4. **Logical argument** E.g. For every 1 thing in your life that seems to be going wrong, chances are there are 1000 things going right.

## RIGHT BRAIN DOMINANT PEOPLE LIKE:

5. **Examples:** Make sure for every concept, fact or statistic you say what that means + an example. E.g. Forever is in 105 countries in the world. That means you could build a team in your own country as well as another country where you have friends or family. That happened to me. I have a sister in Australia, so I have a downline here and another one now in Australia. When the economy went down here, it didn't in Australia so that meant my income stayed more stable. Also, it was a great reason to visit family in Australia more often.
6. **Comparisons** E.g. People who speak while standing behind a podium tend to have less connection to their audience than those who don't
7. **Stories** - E.g. your personal WHY story, the success story of someone else in Forever, a teaching story, funny anecdote, a Nordic legend, etc.
8. **Quotes** E.g. "Why don't you see goodness and beauty everywhere? Because you cannot see outside of you what you fail to see inside." Anthony de Mello.
9. **Questions** E.g. Who here is a Manager? Hands up.
10. **Rhetorical Questions** E.g. If you could live anywhere in the world, where would it be?

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11. **Quizzes:** E.g. On a slide: According to Direct Selling News list of the Top 100 companies in the world, who knows where Forever Living is ranked. Is it #18, #3, #87?

### EVERYBODY APPRECIATES

12. **Finish this sentence.** E.g. Einstein once said, "Imagination is far more important than.... Does anyone know the last word of that quote? Call it out.
13. **Metaphors** E.g. The Internet is like an information *superhighway*
14. **Offer a challenge or invitation** E.g. If you just spent three solid hours a day reaching out to qualified prospects you could double your income in three months---who here is willing to do that?
15. **Visuals** - E.g. photo of your group on the mountaintop.

## Example of how to organize your ideas in Notes:

### Quotes:

- A loss of interest in judging others is a sign of good mental health.

### Concepts

- It's important to stay focused during tough times and not give up
- We have a new anti aging product line.

### Facts/Stats:

- Between 1995 and 2015 the direct selling industry grew by 78%
- Company was founded in 1978

### Examples:

- How we had to prepare for the trip
- How I had to prepare to build my business

### Stories

- Mt. Kilimanjaro
- Building my business over 17 years