



## MODULE 1: GOAL SETTING

- **Define your goal**
  - Market
  - Medium
  - Message
- **Impact presentation**
  - PowerPoint
  - Title = Objectives
  - K.I.S.S
- **4 Elements**
  - Problem
  - Cause
  - Solution
  - Benefit
- **Drafting**
  - 5x4 formula
  - Call to Action



## MODULE 2: SUPERSTAR SPEAKER IN 3 DAYS

- **Day 1**
  - Goal setting
  - Presentation
  - Structuring
  - Rehearsing
- **Day 2**
  - Style of speak
  - Appearance
  - Implementation of stories, jokes, and quotes
- **Day 3**
  - Mock presentation
  - Recording



## MODULE 3: COMPELLING SPEAKING AND HANDLING AUDIENCE

- **Role as speaker**
- **Enroll 100%**
  - Pair or group exercise
  - Closed eye process
  - Quizzes, questions, challenges
- **Handling Q and A**
  - 5 minutes
  - Repeat the questions before you answer
  - Stretch palm or thumb to select the audience
- **Tips to deliver high impact presentation**
  - Keep it short and direct
  - Use testimonies
  - Involve your audience
- **Deal with difficult audience**
  - Off topic: politely tell the person it is unrelated and you don't have the best answer
  - Argument/ Confronting: keep calm, answer quickly and move on
  - Open-ended: ask to speak directly after presentation



## MODULE 4: MARKETING FROM THE STAGE

- **The art of back-end selling**
  - 15 minutes for pitching
  - Be congruent
  - Demonstrate values
  - Price slashing technique
  - Scarcity technique
- **Seeding**
  - Build up anticipation of audience
  - Prevent unwanted surprise
- **Seeding technique**
  - Use previous testimonials
  - Casual mention about upcoming program
  - Photos and videos from previous program
- **Adress a problem**
- **Annouce solution**
- **Ask for permission**
- **Opener**
  - Date, time, location
  - Outcome of program
  - Other important details
- **Feature Vs Benefit**
- **Social proof**
  - Testimonies
  - Endorsements
- **Price Slashing Technique**
  - Build up
  - Reveal final price
  - Implement scarcity technique
- **Call to action**

# MARKETING FROM THE STAGE



## MODULE 5: HOW TO FILL THE ROOM

- **Approaching event/ seminar companies**
  - Fastest and easiest
  - Low risk
  - No logistic on your part
  - Seek percentage from your back-end sales
- **Email Advertising**
  - Low cost
  - Low barrier of entry
  - Stand out using compelling subject line, pictures, HTML newsletter
- **Newspaper Advertising**
  - Time tested
  - Large scores of people
  - Can be costly
- **Facebook advertising**
  - Target local audience
- **Free preview**
  - 2-4 weeks advertising before preview
  - To fill your workshop room or back-end sales target