**Creating your Presentation**

**Four Steps to the presentation development process:**

1. Write a narrative of the presentation in Word Template (below).

2. Turn that narrative into rough-draft slides in Word.

3. Create the final presentation in PowerPoint or Keynote.

4. Add pictures or graphics, as needed.

**Below is the template for writing your presentation narrative.** Fill in your text for each slide. That’s all. When you have it done, send it to me and I’ll give you comments or feedback and then send you the template for the rough-draft slides in Word.

**Also see my own slide presentation that follows this format.**

As you do this, don’t worry about the perfect words for the first draft.

Write quickly and concisely. Not too many words for each slide.

When you get to the end, then go back to the top for the next edit. Do this as many times as needed until you can think of no other changes.

It’s OK to insert a slide here or there if you think it’s necessary.

Don’t overthink it, trying to get it perfect. You are probably new at this, so do it imperfectly. Be easy on yourself.

**Ok, that’s it. Get started!**

**Your Name:**

|  |  |  |
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| # | **Purpose, Content** | **Your Slide Narrative Text** |
| 1 | Opening  Title of my presentation |  |
| 2 | Problem  Is this your big challenge, issue, or problem? |  |
| 3 | Sample, #1 Is this true for you? I.e., You are having trouble with this. |  |
| 4 | Sample, #2 Is this true for you? |  |
| 5 | Sample, #3 Is this true for you? |  |
| 6 | Sample, #4 Is this true for you? |  |
| 7 | Sample, #5 Is this true for you? |  |
| 8 | What would it take to get this Ultimate Outcome? |  |
| 9 | It takes these 3 to 5 things: 1. Thing One 2. Thing Two 3. Thing Three 4 Thing Four  5 Thing Five |  |
| 10 | Here are a few results that you can expect if you do these things. |  |
| 11 | Result #1 – This is a result you can expect. |  |
| 12 | Result #2 – This is a result you can expect. |  |
| 13 | Result #3 – This is a result you can expect. |  |
| 14 | Result #4 – This is a result you can expect. |  |
| 15 | Result #5 – This is a result you can expect. |  |
| 16 | It is NOT this. Example of what your approach is NOT. |  |
| 17 | It is NOT this. Another example of what your approach is NOT. |  |
| 18 | It is NOT this. Another example of what your approach is NOT. |  |
| 19 | It is NOT this. Another example of what your approach is NOT. |  |
| 20 | The approach that DOES work is this. Name of your approach or system. |  |
| 21 | This system has X parts.  • Part 1 Big Idea • Part 2 Big Idea • Part 3 Big Idea  (you may have more) |  |
| 22 | And this is possible for you as well. All you need is… (what is it that they need to succeed?) |  |
| 23 | Where do you start? |  |
| 24 | Big Idea #1. You need to do/ understand this. |  |
| 25 | First step for Big idea #1 |  |
| 26 | Second step for Big idea #1 |  |
| 27 | Third step for Big idea #1 (as many of these steps as you need). |  |
| 28 | Summary of Big Idea #1 |  |
| 29 | Big Idea #2. You need to do/ understand this. |  |
| 30 | First step for Big idea #2 |  |
| 31 | Second step for Big idea #2 |  |
| 32 | Third step for Big idea #2 (as many of these steps as you need). |  |
| 33 | Summary of Big Idea #2 |  |
| 34 | Big Idea #3. You need to do/ understand this. |  |
| 35 | First step for Big idea #3 |  |
| 36 | Second step for Big idea #3 |  |
| 37 | Third step for Big idea #3 (as many of these steps as you need). |  |
| 38 | Summary of Big Idea #3 |  |
| 39 | Summary of all three Big Ideas. |  |
| 40 | The Result of implementing all these Big Ideas: Your Big Ultimate Outcome! |  |
| 41 | Yes, but does this approach really work? |  |
| 42 | Client Success Story #1 |  |
| 43 | Client Success Story #2 |  |
| 44 | Client Success Story #3 |  |
| 45 | Client Success Story #4 |  |
| 46 | Client Success Story #5 |  |
| 47 | Would you like to know how they did it? |  |
| 48 | Your Service/Program & The purpose and expected outcomes of that program. |  |
| 49 | It’s for these kinds of clients |  |
| 50 | More specifics about the ideal people for your program. |  |
| 51 | What actually is the service or program? (consulting/ coaching/training) |  |
| 52 | Primary Focus of Program: Focus one Focus two Focus three Focus four |  |
| 53 | Components or structure of program.  • Component one • Component two • Component three • Component four • Component five |  |
| 54 | Details on Component one |  |
| 55 | Details on Component two |  |
| 56 | Details on Component three |  |
| 57 | Details on Component four |  |
| 58 | Details on Component five |  |
| 59 | Why does it take the time/the work that it does? |  |
| 60 | What is the big difference in your program compared to other programs? Why is it better? |  |
| 61 | Your risk reversal or guarantee |  |
| 62 | Next step is to talk and explore if this might be a fit for you. |  |
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