



PRESENTATION GUIDELINES

READY TO RECORD YOUR PRESENTATION FOR THE DE-STRESS FROM YOUR PCS SUMMIT?

Each presentation should be **15-30 minutes long and pre-recorded**. They're meant to be more friendly and casual, rather than perfect and structured. We want our attendees to learn something valuable, while having fun in the process. Remember, this is not a webinar. Please be sure to give valuable, actionable content that doesn't leave attendees feeling like they're missing something in hopes that they'll make a purchase.

With that being said, you have your choice of the following presentation formats:

- Slides
- No slides (just you talking)
- A combination of the two
- Interview-style*

If you'd like to do an interview style presentation, please **schedule a time to do that with me here by August 15, 2021. You'll still be responsible for editing if any is needed, but we'll work together to come up with questions.*

No matter what format you choose, you are free to use your presentation however you'd like in the future.



PRESENTATION GUIDELINES

Your presentation should include strong, actionable content and provide a transformation for attendees, moving them closer to reducing stress, finding more time, and becoming the CEO of their self care.

Here's the suggested format:

- 3-minute or less introduction
- Topic overview
- Where people go wrong and tend to neglect their self care and/or become stressed by too many checklists
- Teaching section
- A challenge and specific action steps to give a transformation
- Up to a 2-minute pitch*
- Include questions for attendees to answer in the chat box throughout to boost engagement

If you'd like to see an example of a presentation, you can see mine here and the accompanying worksheet here.

You are welcome to pitch either a free or paid product. To get the most from your presentation, I recommend creating a freebie that helps attendees move toward the transformation you've promised + complete your action step and pitch that. This will perform better than an unrelated freebie or paid product. Then, I suggest that you hook your freebie up to a tripwire so you can start making money off of your presentation right away. From there, add new subscribers to your funnel! For more information on creating a transformation through your presentation, listen to the **first half of this podcast episode.*

Each presentation will have notes and an accompanying worksheet provided in the All-Access Pass. My team plans to create that content, but if you'd rather create your own notes and/or worksheet questions (or already have the information created), feel free to include them when you submit your presentation.