

# PRESENTATION GUIDELINES

## READY TO RECORD YOUR PRESENTATION FOR THE BOOK MORE WEDDINGS SUMMIT?

Each presentation should be 30-45 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 they can take action on, while having fun in the process.

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

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

Your presentation should include strong, actionable content and provide a transformation for attendees, moving them closer to **booking more weddings**. Here's the suggested format:

- 3-minute or less introduction
- Topic overview
- Where people go wrong and wind up not attracting & bookings clients
- Teaching section
- A challenge and specific action steps to give a transformation
- Up to a 3-minute pitch\* at the end

\*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 them move toward the transformation you've promised and complete your challenge and pitch that. Having something directly related to your presentation that gets attendees closer to the goal they're interested in 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!

Each presentation should have a worksheet that follows along with the content and helps attendees put it into action. You are welcome to include links and a call-to-action at the end.

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

If you'd like my team to design or fully create your worksheet your presentation is due by **July 24th, 2020**.