

PRESENTATION GUIDELINES

READY TO RECORD YOUR PRESENTATION FOR THE **SALES TO SCALE SUMMIT?**

Each presentation should be about 15 minutes long and pre-recorded. If you need to make the presentation longer in order to provide value, please feel free to go up to 25 minutes.

The presentations are 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)
- Interview-style *

**if you'd like to do an interview style presentation, please schedule that [here](#) by May 1st, 2020. Note, if I mentioned that an interview may be the best way to present the information, you can expect a follow up email from me.*

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 May 5, 2020

If you have any additional questions, feel free to email me at info@desoladavis.com

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Your presentation should include strong, actionable content and provide a transformation for attendees, moving them closer to building their digital product sales strategy, tripling their monthly income, and confidently scaling their business.

Here's the suggested format:

- 3-minute or less introduction
- Topic overview
- Where people initially go wrong in their strategy
- Teaching section
- A challenge and specific action steps to give a transformation (e.g. what 3 to 5 steps could they take immediately after viewing the presentation?)
- Up to a 3-minute pitch*
- Include questions for attendees to answer in the Facebook group throughout to boost engagement

**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. 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. From there, add new subscribers to your funnel! If you want to talk more about how to operationalize this.*

Each presentation should have a worksheet or opt in resource provided in the All-Access Pass. This resource should complement the information in your presentation. You are welcome to include links and a call-to-action at the end. Please let me know if you'd like for my team to create one for you.