

LESSON #1 title, description & the big 3

Title of Presentation

When you create topics and ultimately name your presentations, it is always important to consider the fact that whoever reads it must be _____, _____, and _____.

Make them _____, _____ or _____.

Examples of Topic Titles:

- *How to Orchestrate & Conduct Your Own Best in Class Digital Marketing & Sales Team*
- *Old is New Again - Don't Throw Out Your Rolodex or Stamps Just Yet*
- *Turning Point - The All-Important Transition from Disappointing Failure to Triumphant Success*

Step 1

Make a list of your high-priority targets. Use keywords and phrases to describe your audience.

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Step 2

What does your audience want? **Not** what you do, what they **want**.

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Step 3

Combine **WHO** your audience is, with **WHAT** they want, with **WHAT** your experience is.

Please come up with 3 new and different topic titles that you will use throughout Train the Trainer.

1. _____
2. _____
3. _____

Description

Typically, a powerful description will be around 2 to 3 paragraphs. It includes an introduction, references to the topic content, what makes you the expert, the big 3 subtopics and finally call to action.

Example: *Turning Point - The All-Important Transition from Disappointing Failure to Triumphant Success*

For Entrepreneurs, Business Leaders, All Audiences

Category: Inspirational

While some speakers talk about success and even give people advice on how to achieve it, Paul Tobey lived it. The uncommon and unlikely transition from starving artist to wealthy entrepreneur only happened in his early 40's but when it did, everyone wanted to know, "what was the turning point?"

Paul Tobey refers to his "turning point" as a series of responsible choices, self-discipline, and deep commitment.

At the heart of this presentation is a curious and compelling story of a man beaten by a series of unfortunate events, a transition period of relentless questioning and an ultimate decision to become deeply invested in a specific mission, one which included helping others. As Paul Tobey dives into his most notable adventures, he'll reveal the 5 most important steps that he committed himself to, and the same steps that you need to take to take to create any success you choose.

The Turning Point is an awe-inspiring presentation that will make you laugh, think and even cry. But most of all, walk away with a renewed sense that "anything is possible."

Start writing your own description in the space provided or on a separate blank sheet:

