

LESSON #3 introduction template

COUNTDOWN TIMER

- 3 to 5 minutes prior to the start of your presentation
- Superimpose on a video slideshow
- Use energy music
- Brand the last slide

WELCOME MESSAGE

- Welcome everyone
- Your Name
- Name of presentation.
- Acknowledge. i.e.: Thank you all for coming.

WIIFM (What's In It For Me)

Layout a minimum of three bullet points which describe exactly what your audience will learn in your presentation. Each bullet point should contain what they will learn and the key benefits of why they need to learn that.

“In today’s presentation, you will learn...”

IMPLIED PERMISSION

“Before we get started, I hope it’s okay if I tell you a little bit about myself.”

Pause..., “thank you.”

ETR (EARN THE RIGHT) (Your story and how it relates to your topic)

Your story is the most important part of your introduction. It will allow the audience to get to know you and help you build trust, credibility, and respect. Be

careful not to give people an overview biography but rather, refer to specific examples in your life that show your experience surrounding your presentation topic. The more detailed your story in terms of names, dates, situations, surroundings, and circumstances, the more compelling your story will be.

For help, please refer to the previous section - Hypnotic Selling Stories.

NO DATA DURING INTRODUCTION TEMPLATE

Please to not do any training during your introduction. Wait until your credibility is cemented before diving into any strategies or techniques.

COUNTDOWN TIMER

WELCOME MESSAGE

- Welcome message: _____
- My name is _____
- Today's presentation is entitled, _____

- Acknowledge. _____

WIIFM (What's In It For Me?)

In today's presentation you will learn:

- _____

- _____

- _____

IMPLIED PERMISSION

"Before we get started, I hope it's okay if I tell you a little bit about myself."

Pause..., "thank you."

ETR (EARN THE RIGHT) (Your story and how it relates to your topic)