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## The Results *NOW* Revolutionary!

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## THE “3 P’S” OF POWERFUL PRESENTATIONS

Have you ever been nervous before making a presentation?

Would like to present your message about your product, service or idea with real confidence?

If you answered “Yes” to either or both questions, then this article is for you.

With the “Three P’s of Powerful Presentations” you’ll be able to create engaging presentations.

Presentations that you’ll deliver with poise and confidence.

Presentations that make it easy to achieve the results you want to achieve.

The most effective executives, business owners, employees, entrepreneurs and individuals know that a key factor to success is the ability to influence others. To engage them, to enroll them, to inspire them to embrace your point of view. Whether it’s inspiring your spouse to go out to dinner, or convincing your boss that you deserve a raise, we *need* other people to get what we want.

The ability to articulate your idea, your message, your product or service is the key to getting everything you want in life. People who are good at influencing others easily attract success.

The first time I spoke in front of a group I was terrified. I thought my heart was going to come right out of my chest and my buckling knees wouldn't hold me up. Luckily, I didn't have a heart attack and I did remain standing. But what I said, and how I said it — that was all a blur. Today I know that not only was I ill prepared that first time, I was waaaaay ill prepared. No wonder I was a nervous wreck!

What I've learned since is that there are simple steps to effective presentations – steps that can take you from Anxious to Awesome!

The dictionary says the word “presentation” means:

“a manner or style of speaking, instructing, or putting oneself forward.”

So whether you're speaking to one person or to hundreds, the steps to success are the same:

1. Plan
2. Prepare
3. Practice, Practice, Practice

If you're counting, I suppose that's 5 steps. “Practice” is so important that it's repeated 3 times. We'll get to that. Let's first explore each of the 3 P's so that you can create presentations that get the results you want.

## STEP 1 – PLAN

With the first “P,” “Plan,” you get crystal clear *BEFORE* you write one word of your talk. In exploring the 3 keys to effective planning, you determine the following:

1. Your Intention
2. Your Audience
3. Your Results

### 1. YOUR INTENTION

In “Seven Habits of Highly Effective People,” Stephen Covey recommends that when planning you “Begin with the End in Mind.” To get where you want to go, you have to know where you're going. So where are you going with this talk? Why are you doing it? What outcome are you seeking? As you start to plan, ask yourself and write down the answers to the following questions:

1. What do you want to accomplish?
2. Do you want to sell a product or service?
3. How many, which ones?
4. To everyone or just a few?
5. Do you want to simply educate or raise awareness?
6. Do you want your audience buy into your idea or concept?

The answers to these questions will clarify and provide a specific roadmap to what you want to accomplish.

## **2. YOUR AUDIENCE**

Knowing in advance what your audience knows or understands about your subject will make it easy to craft your message. If you're speaking to industry insiders then using lingo and acronyms will be well received. If you have a group who has no idea about your subject, then the opposite is true. Ask yourself and your host about the audience. Write down the answers to the following questions:

1. Who is your audience?
2. What's their current knowledge of your subject?
3. What is important to them?
4. What questions will they have?
5. What's their level of interest, are they listening because they have to or because they want to?
6. Consider whether you're dealing with a mix of communication styles or people who are very similar, i.e., are they all engineers or party planners? Are they detail people or big picture people?

## **3. YOUR RESULTS**

OK, so now you know what you want your outcome to be, you know enough about your audience to craft your talk to engage them and relate to them, and you have enough information to begin writing your talk. By focusing on "Your Results" you will be able to measure whether you were successful and reached your desired outcome. Write down the answers to the following questions:

1. How will you know if they buy (your product or your idea)?
2. If you're educating them, how will you know they "got it?"
3. What do you want them to do next?

Do not skimp in your planning. You know the old adage, "Those who fail to plan, plan to fail." You have control over your success. Make sure that you know where you want to go, who your audience is and measure your success so that you can continue to enhance and improve your message.

# **STEP 2 – PREPARE**

The second "P" is PREPARE. Now that you have effectively Planned you can start writing the outline and the "meat" of your talk.

When creating your presentation stick to these 3 rules:

1. Tell 'em what you're gonna tell 'em
2. Tell 'em
3. Tell 'em what you've told' em.

Successful speakers know that every message has a beginning, a middle and an end. The 3 “Tell ‘em’s” is just that:

- The Opening, (Tell ‘em what you’re gonna tell ‘em)
- The Middle (Tell ‘em)
- The Close (Tell ‘em what you told ‘em)

The things you considered in your PLANNING will fill in the “meat” of your presentation and your delivery.

And, remember, YOU are the person your audience is connecting with and listening to. Be genuine. Be real. Be yourself. Perfect is not necessary, authenticity is. Let’s look at each component of Preparation.

## 1. TELL ‘EM WHAT YOU’RE GONNA TELL ‘EM

The first thing to do in “Tell ‘em what you’re gonna tell ‘em” is to grab your audience’s attention at the start.

Think about the great communicators you’ve seen and heard. What are some of the ways they “GRAB” their audience’s attention? Here are a couple of suggestions.

One way to begin is by asking one or two engaging questions. What did I do at the outset of this article?

Right, I asked questions:

- ▶ Have you ever been nervous before making a presentation?
- ▶ Would like to present your message about your product, service or idea with real confidence?

Asking a question immediately requests that your listener connect with you. When you ask a question at the start of your talk, you are asking for more than just “listening.” The brain is engaged with a “Yes” or “No” and the brain will automatically spur your listeners to hear and process what you have to say.

Another benefit of asking questions at the outset is that you set the stage for what you will be presenting. Your questions immediately tell your audience “What’s In It For Me” to listen. Most people are tuned to the WII-FM radio station (**W**hat’s **I**n **I**t **F**or **M**e). Let’s face it, most of us have a short attention span. We want to know *why* we should focus on you before we make the decision to do so. When I asked if you were nervous giving presentations and if you wanted to be confident, I followed up with, “If you answered “Yes” to either or both questions, then this article is for you,” clearly stating that it’s worth your while to pay attention.

Another way to engage at the beginning is to share a story that will interest your audience and help you move into your subject.

You’ve heard the phrase: “Stories sell, facts tell”? In the book, “Visionaries with Guts,” I tell a detailed story about the first time I did a presentation. That story is far more engaging than just saying that people get nervous before a presentation.

Stories add color and relatedness. They can also add humor and relatable pains and pleasures that draw-in your audience. Use stories, yours or someone else's. Just make sure that if it's not your story you say so.

And remember, stories must be concise too – no elaborating on unimportant details. I know everything seems important when you tell it, but do yourself and your audience a favor and use your story to move the topic forward. Do not slow it down with too much detail which can happen when you elaborate too much.

So now you've engaged your audience with the WII-FM, and you've engaged their brains with questions or a story — what next? The last "Tell 'em what you're gonna tell 'em" is to make sure they have a roadmap of where you're going. The roadmap I shared with you at the start of this piece was simple, I told you what the 3 P's are, Plan, Prepare and Practice and then I said, "Let's explore each of the 3 P's so that you can create presentations that get the results you want."

Simple, straight forward and to the point.

## **2. TELL 'EM**

As you create your outline and content, use the items identified in Step 1, PLAN, to create your message so it has the maximum impact.

Craft your message so that your audience stays interested. Intersperse stories and questions throughout to KEEP them engaged. So many speakers make the mistake of having an engaging opening and then fail to keep that momentum going throughout. Continue to ask questions and because you want to reach your intended result, use questions that set you up for "YES." For example: "Would you agree that most people want financial freedom?" or, "Would you agree that another \$250K in your bank account is a good thing?"

And continue to use stories and real life examples to illustrate your points.

## **3. TELL 'EM WHAT YOU TOLD 'EM**

This is where you create a Powerful Close and Call to Action.

You want to create a compelling close, to inspire them to the desired outcome, to achieve the result you planned for in Step 1.

The parts to a powerful close are:

- A. Restate the WII-FM
- B. Ask for the Sale
- C. Affirm their good decision – the other radio frequency MMFI-AM (Make Me Feel Important About Myself)

## **Part A: RESTATE WII-FM (What's in it for me)**

You already did this in your opening – now, restate it. For example, you might say something like:

*“So we’ve discussed the merits of the project, that it will improve productivity and increase your bottom line by 20% in the first year alone.”*

Or,

*“You can see how daily habits create your reality. And now you know that by dedicating only 15 minutes a day to your health, that you can be fit, have greater strength, flexibility and clarity every single day. How great would that feel?”*

That recaps the WIIFM – the “What’s in it for ME?”

Next you want to get them in a “YES” mode, by asking a question,

*“You’d like to see another \$250,000 in your bank account by the end of this year, wouldn’t you?”*

Or,

*“That would feel fantastic wouldn’t it?”*

Notice the last part of that question invokes a “YES” response. Again, keeping your audience in a “YES” mode as you move into your final close.

## **Part B: ASK FOR THE SALE**

And the word “Sale” here simply means, your Result. You must ask or invite people to commit to your result. Whether it’s buying your product, buying into your idea or creating awareness, you must direct your audience what to do next.

You’ve shown the benefits of your product, your service or your idea. You’ve demonstrated through stories, through questions, through facts, the benefits of whatever you’re selling. Now it’s their turn to demonstrate their buy-in.

If you’re creating awareness on an issue and want to gather names for committees, or if you’re selling a product or service, make a direct request to reach your result. For example, if you’re selling a product, you’d say,

*“Go ahead now and review and sign the Order Form on your table. (Hold it up) It looks like this.”*

Or, if you’re gathering names to contact in the future,

*“For more information, please fill out the Contact Form on your table (Hold it up), and I’ll call you directly.”*

## Part C: AFFIRM THEIR GOOD DECISION- MMFI-AM (Make Me Feel Important About Myself)

Conclude with an affirmation about your audience, leaving them feeling good about themselves and their choice:

*“Leaders make quick decisions and you’ve made an excellent one today by choosing this profitable program. Congratulations and get ready for some incredible results!”*

## STEP 2 – PRACTICE

The last and certainly not the least step – PRACTICE, PRACTICE, PRACTICE. Why do you want to practice? By practicing you will:

- **Discover wording** and tongue-twisters that you didn’t notice when writing and editing. Speaking the words out loud exposes flaws that reading doesn’t.
- **Gauge your energy level.** Does delivering this talk fire you up? Or are you bored with it?
- **Gauge your timing.** Once you get more experienced, you will learn how many words can fit in a 10-minute time slot. Until then, however, practicing the complete presentation is the best way to know if you are under or over time.
- **Reduce nervousness.** Rehearsing even one time will improve your confidence.

Here are a few suggestions on practicing:

- **Do it Out Loud, Standing Up** – You MUST say the words out loud. Without this practice, the words will feel foreign when you say them.
- **Look in the Mirror** – Practice smiling, practice your gestures.
- **Create an Audience** – Ask one or more people to listen to you as you practice. Ask for the gift of feedback and graciously accept and appreciate it.
- **Do it Again, and Again, and Again** – You cannot practice too much!

Whether you’ve been giving presentations for years, or have yet to speak publicly for the first time, congratulations for taking the time to learn the “3 P’s of Powerful Presentations.” You have added an excellent tool to your life’s toolbox. Powerful speaking skills create powerful influence so that you get what you want in your life.

Continue to practice and take advantage of every opportunity to present your ideas and services to others. Ask for feedback. Plan, Prepare, and Practice, Practice, Practice. To continue building your skill and for more information to take your presentations to the next level, contact me at 954-475-2178 or [Trish@TrishCarr.com](mailto:Trish@TrishCarr.com).