Women's Prosperity Network

PLANNING WORKSHEET

YOUR INTENTION:

- What I want the listener to learn is _____
- What I want the listener to be able to do after getting this information is:

_____

_____

YOUR AUDIENCE:

- Who is your audience? Who is this for? Consider:
  - What are they experiencing now?
  - What is important to them?
  - What are their problems, challenges and/or desires?
  - What do they want that I can give them?
  - What questions will they have?
  - Who is in the audience, i.e., am I dealing with a mix of styles, i.e., all engineers or party planners? What do I need to do to speak to everyone?

_____

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YOUR RESULTS:

- What do I want the audience to do?
  - Buy a product or service?
    - How many, which ones, what price?
  - Understand my product/service better
  - Want more information
  - Be convinced, have a new perspective
  - Recommend me to others, create introductions and strategic alliances

_____

_____

- How will I capture the sales and requests (order form, support person helping?)
- What is my follow-up structure?

_____

_____

  (800) 928-6928

PREPARATION WORKSHEET

1) **Tell them what you're going to tell them:**
   - Engage Your Audience
     - Grabber Statement
     - Startling Statistic
     - 2 "Yes" Questions
   - Give a Roadmap of your Presentation – what can they expect, in what order?
   - Share the WII-FM – Why is this important to them?
   - Acknowledge your Audience - "MMFI-AM" – describe who they are, what they're experiencing and possibly different knowledge levels on the subject
   - Let them know that you're going to invite them to *(choose from the following)*:
     - Work together so they can receive even more benefit
     - Have the opportunity for a special discount, bonus or package to take this further
     - Contact you for more information or consultation

2) **Tell them:**
   Create your talk using the information you gathered in "Planning"
   - Structure your flow and the body of your talk. Bring each point to life with a story, testimonial and/or for instance and back it up with supporting data and quotes:
     - Point #1_____
       - Story, example, testimonial, data, quotes:_____
     - Point #2_____
       - Story, example, testimonia, data, quotes: _____
     - Point #3_____
       - Story, example, testimonial, data, quotes:_____
   - Focus on <u>Benefits and Feelings</u> – stories and testimonials powerfully illustrate the problem and the solutions. Your stories are meant to evoke emotions.
   - Supporting Data, Quotes: _____

3) **Tell them what you told them:**
   Create a Powerful Close and Call to Action:
   - Recap what you stated in the introduction, "By now…"
   - Restate the WII-FM & Focus on Benefits
   - Invite them to continue working with you – share your full price before discount
   - Remind them of your testimonials, "If all this did…"
   - Share the special event pricing and Ask for the Sale
   - Affirm Their Good Decision - MMFI-AM

Other:
- Technology needed? (online access, projector/screen, computer speakers, phone, etc.)
- Visuals needed? (PPT, handouts, easel pages, etc.)
- Room layout, line of sight, time keeping
- Stage layout, i.e., table for your notes, your products, etc.
- Seating arrangement for group activities

