

The **Perfect** Presentation Template



Hi, I'm Brett McFall, the presentation fixer.

For the last decade I've consistently been making sales from my simple 90-minute presentations to the tune of \$20,000,000. I've tested my system in 17 different countries and 5 languages.

I've used my simple 3-step system to sell all sorts of products and services. And I've even let a handful of students use my system too – with their sales to this point totalling around \$15,000,000, and conversions of up to 21%.

Which, is kind of unheard of.

I teach my system through my **Boomerang Blueprint** home-study program, and in person via my **Next Level Speaking** program.

Now my 3-step template is in your hands.

Implement it now to start using my experience for your own profits. And remember to **join me on the LIMITED TIME free training** too so that I can help you understand how to apply it to your product or service.



A handwritten signature in black ink that reads "Brett McFall".

Boomerang Blueprint

Brett McFall's **3 step template** for a 90-minute presentation that converts **up to 21%** of prospects into customers



Message

The first thing you need to do is make it clear what your core **Message** is. Right from the very first slide, it should be obvious to the audience what they are here for and what they are going to learn.

Is your solution related to **speed**? Which means, is it the fastest? Or the slowest?

Are you a solution to a certain **problem**?

Is your solution the **newest** around?

Or is it the best **quality**?

It needs to be the one thing that the audience will remember, so make it exact and clear.

Decide which of these 4 things your solution really is. And no, it's not all of them. This is a mistake most presenters make – trying to be everything to everyone.

State your one core message and stick to it.



Journey

Then it's time to take your audience on a **Journey** from where they are to where they want to be.

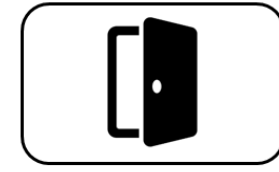
Teach 3 things only in your 90-minute presentation. The mind can only handle so much information at once. But within the 3 things, give incredible value.

The way to do this is to follow my **Story/Lesson/Example** system.

First, tell a **story** which illustrates the point you are making and advances your case.

Second, teach the **lesson**. This might be a step-by-step system, or tips and advice on how the audience can do the task or solve the problem themselves.

Third, give the audience an **example** of how to use what you've just taught them. So provide good hypothetical examples of what **THEY** can do. Put everything in **THEIR** terms.



Opportunity

Now that you've stated your clear **Message** and taken your audience on a **Journey** from where they are to where they want to be, it's the perfect time to present them with your **Opportunity**.

This is about showing your audience how you can help them. Which usually means a **LIVE** training, coaching program, or product or service that will help solve their problem.

The order of the slides is super important and every part needs to be "psychologically sound," from a sales point of view.

When you talk about your solution, spend **70% of your time on the benefits** that your customer receives, rather than what they "get."

Is your guarantee mind-blowing? Does it make it clear that you'll get hurt if they aren't happy, never them?

Do you have up to 6 free bonuses that the customer really desires?

The 3 steps above are my system. But I know you want to make sure you use it to its fullest potential. So I have created an in-depth presentation that shows you HOW it works and WHY it works. In this training I also show lots of examples. It's a training that people have previously paid \$97 to watch. BUT FOR A LIMITED TIME YOU CAN ACCESS IT FOR FREE

Click here to attend this FREE online training now: <http://www.boomerangbootcamp.com>