

# The **Perfect** Presentation Template



**Hi, I'm Brett McFall, the presentation guy.**

For the last decade I've consistently made ridiculous sales from simple 90-minute presentations. **How much?** Over \$20,000,000. My system has been tested and proven in 17 different countries and in 5 languages.

My simple 3-step system has been used to sell all sorts of products and services. I've even let a handful of students use it too. **Their results?** Over \$15,000,000 in sales. With conversions of up to 21%. Sometimes more.

Which, in case you don't know – **is unheard of.** Most presentations that have an offer at the end, pull a 10% conversion if they're lucky.

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

Now my 3-step template is in your hands. Perfect for you if you are a coach, an author, an information marketer, or you sell high-ticket items.

Remember to **join me on the FREE training** that I'm gifting you as well. This way, I can help you understand and implement my system for your own profit.

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



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 why they are here and what they are going to learn.

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

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

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

Is your solution the **newest**?

Or is it the best **quality**?

Decide which of these 4 outcomes your solution fits best. And no, it cannot be all of them. 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.

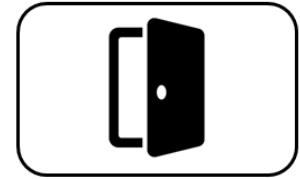
Teach **3 things only** in your 90-minute presentation. The mind can only handle so much information at once. But within the 3 things, give incredible value.

The way to do this is to explain your 3 things as a **Story/Lesson/Example**.

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

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. This is all about giving the audience useable 'takeaways' from your presentation.

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.

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

**Make your offer completely irresistible.** Which means an offer that is a complete solution and is unlike anything else on the market.

**Back it up with a guarantee** that takes ALL of the risk off them, and puts it ALL on you no matter what.

**Add 6 bonuses**, with at least 1 of them being as desirable as the main offer itself.

**FREE Training on how to use the above system for your own profit:**  
**CLICK HERE**