

Name: _____



Boomerang Bootcamp

Walk away, presentation DONE



Message



Journey



Opportunity

Pre-Event Homework

At this point you may not yet know HOW all of this is going to fit together.

You may not even understand all of what I'm asking you to do in the following pages.

That's okay. My system is so intricate, it would be impossible for you to know where I'm going with all of this.

But all will be revealed in a nice and easy way at **Boomerang Bootcamp**. By doing this homework now, it will make the weekend so much easier for you.

What we're going to do is create a presentation that sells your product or service, but in a way that is not the norm. You're going to have a presentation that does so much more than just sell your service.

I can't wait to share it with you and help you to implement it.

Please bring this completed homework with you when you attend.

Warmly,
Brett



Boomerang Bootcamp

Walk away, presentation DONE

How to prepare for Boomerang Bootcamp

The secret behind a great presentation that sells your product or service is being very clear about what you offer, how it benefits your customer, and how you are going to deliver massive value.

So to help you get the most out of the weekend, I want to help you get clear on these things so that you spend more time **doing**, rather than **learning** during the weekend itself.

Please come to the event with the below questions answered. You may not be sure if your answer is perfect right now, but this can always be refined later. Putting the time in here to at least get some level of clarity will help you very much when it's time to put your presentation into my **Boomerang Blueprint** presentation formula.

Warmly,
Brett McFall



Message

1) What is the single message you want to get across to your potential customers?

This means, when it comes to your presentation, what will be the title of it? What is the single promise you are going to make in terms of what you are going to **teach** them in your presentation? What is the main benefit they will walk away with? It should fit into one of 4 categories:

Speed Problem New Quality

E.g.

SPEED: The **fastest way** to invest for profit if you're aged 40 or over

PROBLEM: The **3 big mistakes** most people make when it comes to...

NEW: Revealed: The **new** way to find inner peace in as little as 5-minutes

QUALITY: How to get the **best** result when it comes to... <INSERT THE MAIN BENEFIT>...without blowing your budget

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2) What are the 3 things you would like to teach your audience?

Journey

You're going to take your audience on a journey. Which means, you are going to teach them some really good stuff that they can use even if they never choose to become a customer of yours. So what would those 3 things be? It's critical here to create **curiosity** and focus on tapping into **the key benefits** the audience will have after they've listened to you.

Remember, these 3 things need to deliver on your core **Message** that you'll promise them at the start of your presentation. I use 'sentence starters' when I'm creating my presentations. You could use these for yours too, or work out your own way of saying them.

- How to...
- The simple way to...
- A little-known secret for...
- The difference between...
- What most people don't realise about...
- Why every <XYZ PRODUCT/SERVICE> is not the same



3) What is the program or the service that you're going to allow your audience to invest in?

Opportunity

This is the main solution you're going to offer your market AFTER you've taught them the 3 things above. For instance, in my case it could be my **WarpSpeed** program - a complete solution for starting your own online business using my step-by step system. Or, I could offer my consulting, which I would I call something like, **"Fast Way To Internet Profits."**

What IS the name of solution that you offer? Is it something that you can call a system? A package? A program? A done-for-you service? A template? A way to do something in particular?



4) What are the 5 parts of your solution called?

Opportunity

This is where you make your offer. What you want to do is list the 5 parts of your product/service so that your audience will fully understand why it's such a good idea to invest with you. You may not have thought of each of these parts before, and this could be a reason why many people UNDERvalue what you do.

5 parts may not be practical for you. Or you may have even more. But do at least try to list **5 parts**. We can always fix this at the event once we start constructing your offer. I'll also work with you to bring out each of their benefits when you attend the Bootcamp.

Don't worry if you're not sure HOW you would deliver these yet. This can all be solved later.

Ideas of what your parts could be are:

- A personal Strategy Session to...
*(the end of the sentence would be something like e.g. **help them get clear on the way forward**)*
- A complete step-by-step system created for them personally to help them to...
- Delivery on-time of XYZ service within XYZ days
- XYZ construction technique
- XYZ high-quality finish
- Complete walk-around handover of the finished product
- Lists and templates that make things easier when it comes to...
- Videos that explain...
- Audios that reveal...
- A support email address for when they need help
- Personal phone access to you
- An evaluation-meeting after delivery
- X-number of Coaching certificates valued at \$XYZ
- Software that helps them to...
- A special report revealing how to...
- LIVE webinars once a month to...

PART #1.....

PART #2.....

PART #3.....

PART #4.....

PART #5.....



5) Are there testimonials that you could use?

Opportunity

Proof is everything. So I'm going to show you how to use proof to increase your sales. If you have testimonials from satisfied customers, then dig them out. And if you need to, get approval from those people in order to be able to use them in your marketing materials.

You want approval to use their full name and suburb. A photo of them is a bonus. And a video of them saying how great your solution is, well that's that most powerful of all. But if all you have is written words, that's just fine for now.

If you DO NOT have any testimonials, then skip this section. Your goal will be to get some ASAP.

TESTIMONIAL #1

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TESTIMONIAL #2

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TESTIMONIAL #3

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6) Are there bonuses that you could add in to your offer?

Opportunity

A main driver behind the results I get are that I offer incredible value to the customer. You too can model this concept. But it requires you to dig deeper than other people do. Which means, what else can you add in to the deal that will make your prospect want to become a customer?

The form they take can be very similar to what is included in your main offer. But the angle is more about thinking **“What else does my customer need in order to achieve their end goal?”**

“What are other problems areas where I could help them?”

I’ve listed 6 bonuses below. Try your best to get to this amount as it’s going to make a much bigger difference when it comes to the results of your presentation.

BONUS #1

BONUS #2

BONUS #3

BONUS #4

BONUS #5

BONUS #6
