

(VIRTUALLY)
FLAWLESS
PRESENTATION SKILLS

WITH MATT ABRAHAMS

Lesson 2

CRAFTING COMPELLING CONTENT

AUDIENCE REFLECTION

What does your audience **ALREADY KNOW** about your topic?

What **ATTITUDES OR OPINIONS** does your audience already have?

What **CONCERNS OR ISSUES** do you need to address for your audience?

What would **MOTIVATE** your audience to take action?



Ask GG!

Wondering about your audience's concerns and motivations? GG, your Mastermind.com AI assistant, can help!

Edit the text in brackets and paste the following prompt into a conversation with GG:

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"I am a [coach] who [helps multilingual adults over 40 start a new career as an interpreter]. I'm planning a presentation on [navigating cultural nuances] for [interpreters in the medical field]. What concerns and motivations might my audience have that I would need to consider for my presentation?"
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YOUR COMMUNICATION GOAL

What do you want your audience to **KNOW**? What is the message you're trying to share?

How do you want your audience to **FEEL**?
What emotions would you want them to experience?

e.g., excited, concerned, validated, confident, etc.

What do you want your audience to **DO**?
Use the information you gathered in your Audience Reflection to guide you.

e.g., like or follow on social media, schedule a call, make a purchase, etc.

STRUCTURE YOUR PRESENTATION

Answer the following questions for a simple way to **influence or motivate** your audience:

PROBLEM: What is the problem your client is experiencing?

e.g., "A lack of confidence in communication can get in the way of your success."

SOLUTION: How does your offer solve that problem?

e.g., "My coaching program will equip you with personalized strategies and techniques tailored to your unique communication goals."

BENEFIT: How will your client benefit from your offer?

e.g., "Confident people close more deals and build more trust."

Answer the following questions to **update or explain** a key point when speaking:

WHAT: Describe and define the facts, situation, product, etc.

e.g., "One of the key concepts we cover in my coaching program is confidence building through dealing with the symptoms of anxiety."

SO WHAT: Explain the importance of the “what” to your audience. In other words: why does this matter?

e.g., “When you’re not confident, you distract your audience from what you’re trying to say.”

NOW WHAT: Share the next steps or call to action.

e.g., “We are going to learn three specific techniques that can help you minimize your anxiety when speaking.”

Fill in the blanks of these four sentence starters to **make your pitch** in a concise and catchy way. Here’s an example for a coaching business that helps improve your communication skills:

*e.g., “**What if** you could communicate confidently in any situation **so that** you could benefit in getting the information you have across to your audiences? That’s why you need to check out my coaching program.*

***For example,** I have helped many new business owners to better communicate their value proposition. **And that’s not all:** the communication skills you’ll learn in my coaching program will help you in your personal life as well.”*

What if you could

So that

For example,

And that’s not all:

Lesson 3

MANAGING YOUR ANXIETY

Use the space below to create your own Anxiety Management Plan. Consider the **symptoms** and **sources** of anxiety that impact you and decide how you will address each before you present.

Matt's Anxiety Management Plan:

- Hold a cold bottle of water before presenting.
- Say a tongue twister out loud three times fast.
- State an affirmation out loud: "I have value to bring."

To manage anxiety, I will...

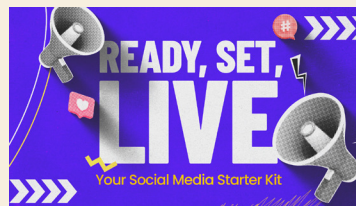


WHAT'S NEXT?

Check out these courses on **Mastermind.com** to start sharing your message with confidence!



[Speak Up! Finding and Using Your Voice](#)



[Ready, Set, Live: Your Social Media Starter Kit](#)