

# PRESENTATION GUIDELINES

READY TO RECORD YOUR PRESENTATION FOR THE CARD MAKER SUCCESS SUMMIT?

Each presentation should be 20-30 minutes long and pre-recorded. They're meant to be more friendly and casual, rather than perfect and structured. We want our attendees to learn something valuable, while having fun in the process.

With that being said, you have your choice of the following presentation formats:

- Video with voice over (requires more editing but allows for a succinct message and steps to be conveyed)
- Video with voicing as you are doing the project (less editing, but you must be careful to be clear and stay within time requirements)

Your presentation should include strong, actionable content and provide a transformation for attendees, moving them closer to **having a plan for their holiday card project**. Here's the suggested format:

- 3-minute or less introduction
- Topic overview
- Show finished project
- Teaching section
- A challenge and specific action steps to give a transformation
- Up to a 3 minute mention of a freebie they may opt into on your website
- Include a mention that attendees may ask questions in the chat box to boost engagement

You are welcome to pitch either a free. To get the most from your presentation, I recommend creating a freebie that helps them move toward the transformation you've promised and complete your challenge and pitch that. Having something directly related to your presentation that gets attendees closer to the goal they're interested in will perform better than an unrelated freebie.

Then, I suggest that you hook your freebie up to a tripwire so you can start making money off of your presentation right away. From there, add new subscribers to your funnel!

No matter what format you choose, you are free to use your presentation however you'd like in the future. But I would suggest that it is something that you typically do not give out for free. This would diminish the value of the VIP All-Access Pass.