

KURT W. MORTENSEN

PERSUASIVE **PRESENTATIONS**

WORKBOOK



SUPPORT@ADVANCEDINFLUENCE.COM

© 2009 Advanced Influence

Persuasive Presentations – Application Workbook. © 2010 Advanced Influence
All rights reserved. No part of this book may be reproduced or transmitted in any form or
by any means without permission in writing from the author. Version 3.0

1. Presentation Power

1. Why does public speaking scare you? Where did this fear come from? How are you going to fix it?

2. How can you handle your nervousness before you give your presentation?

3. What is your game plan to mentally prepare before you do your presentation?

4. What seeds have you been planting during your presentation?

5. Have someone listen to your presentation (or record it) and count your vocal fillers during a 5 minute span. How many did you have? How can you eliminate your vocal fillers?

6. What non-verbals gestures are you using that distract from your message?

7. What can you do to increase your passion during your presentation? If you think you have passion – does your audience really feel it?

8. Do you come across as enthusiastic or is it considered hype? Ask someone you trust to tell you how you are coming across. Come up with a game plan to eliminate hype and increase enthusiasm.

9. How can you adjust your expectations (attitude) during your presentation? What do you really want to happen vs what is really happening?

10. How can you visualize a successful presentation? What works for you? How can you rehearse your presentation that will increase your success?

4. Does your audience trust you? Why or why not? Well they probably don't – how can you improve the trust between you and your audience?

5. What is your main weakness you need to reveal? How can you turn that weakness into a strength?

6. How can you connect better with your audience?

7. How can you improve your people skills? What can you do during your presentation to get and maintain rapport?

8. How can you boost the self-esteem of your audience? How can you help them feel better about themselves?

9. No such thing as a boring topic, only a boring speaker. How can you make your topic come alive and get your audience to sit on the edge of their seats?

10. How will you handle a question you don't know, but the audience expects you to know?

11. What are the top 5 questions you will get during your presentation? How will respond to each one?

12. How will you handle a heckler?

3. Presentation Engineering: Formula of Top Persuaders

1. What is the main purpose of your presentation? What exactly do you want your audience to do?

2. How can you help your audience see themselves doing what you are asking them to do?

3. Your demeanor is changing from your introduction to your call to action. How can you make your demeanor congruent through your presentation?

4. How can you make your call to action easy and painless?

5. How can you get your audience to ask to do business with you?

6. Structure: Give three bullets for each point.
Create interest

State the problem

Offer evidence

Present the solution

Call to action

7. What 2-3 choices can you use during your call to action?

8. What visual aids can you add during each of the 5 phases mentioned above?

9. List 3 questions you can ask to get more “yeses” during your presentation?

10. What do you need to inoculate against? How will you do that?

11. What verifiable and unbiased evidence can you add during your presentation?

12. What is a title you can use (benefits) that will cause someone to ask you to attend your presentation?

4. What is your no risk, no brainer guarantee?

5. What is the main reason someone does not like you? How can you fix it?

6. Who can you borrow credibility from during your presentation?

7. What self-deprecating humor can you add in the first 10 minutes of your presentation?

8. What Ziegarnik can you add during the first 10 minutes of your presentation?

9. How can you improve your ability to make your stories come alive?

10. List 3 trial closes you can use during your presentation

11. How can you use more dissonance during your presentation?

12. List 3 features or your product/service and their benefits.

4. What is the external inspiration (obligation) for your product/service?

5. What is the internal desperation (love/respect) for your product/service?

6. What is the internal inspiration (passion) desperation for your product/service?

7. What potential distractions exist during your presentations that detract from your message?

8. What is the best way to seat your audience? How can make sure this can happen?

9. What testimonials can you use during your presentation?

10. What examples can you use during your presentation?

11. What statistics can you use during your presentation?

12. What stories can you use during your presentation?

6. Telephone and Voice Skills

1. What words are you using that repel your audience?

2. What weasel words are you using?

3. How can you paint the picture with your words and make your presentation come alive?

4. How can you use words that are simpler than you are using now?

5. Record yourself speaking and listen for vocal variety. What can you do to increase your vocal variety? (ie rate, pronunciation, volume, energy, and pauses)

6. What can you say when you call someone back to reenergize their emotions before you continue with your presentation?

7. How can you improve your telephone voice?

8. What can you do to show your prospect that you are truly listening to them over the phone?

9. How can you increase your energy and enthusiasm over the phone?

10. What conflicting beliefs do you have that are holding you back?

11. How do you know if the objection you are getting is a true objection or a knee jerk reaction?

12. How do you know when it is time to shut up and ask for their business?

Notes