



PRACTICE  
MASTERY  
INSTITUTE

# POWER STRATEGIES

Essential Marketing Strategies  
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY PRESENTATIONS MANUAL

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What can be said but not practiced...  
is better not said.

What can be practiced but not spoken of...  
is better not done.

[So] ultimately [you] will be able to speak without  
trouble and act without disgrace.

– *Thomas Cleary*



Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary



# POWER STRATEGIES



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Essential Marketing Strategies  
for Extraordinary Practice Success



# **POWER STRATEGIES**



## **PRESENTATIONS**



# POWER STRATEGIES: PRESENTATIONS

Presentations are the process of communicating, educating and motivating your clients, either individually or in groups, formally or informally; either at a workshop or seminar or in specialised consultations, such as a report of findings or care plan delivery.

The purpose of the presentation is to enable you to communicate a message to your client, and in respect to marketing, to provide that message in such a way that the client clearly understands the message, is motivated by that message and acts upon it in moving towards either an initial consultation (whereby they become a new client and potential wellness client) or within a care plan delivery, a committed client to the wellness principles.

Before we get into the specifics of the presentation itself, I will define here 31 Principles of the Practice Master's powerful presentations.

## PART A — BEFORE YOU BEGIN

1. *Preparation...* the first principle of powerful presentations is preparation. Preparation underpins all of the other elements because, if you are prepared you will feel more confident (many people confuse the fear of presenting with the lack of preparation for the presentation itself). Preparation allows you the opportunity to have a clearly delineated agenda, structure and process for delivering your message and thereby creates a quality production as a by-product.
2. *Confidence...* we have already seen that if you prepare properly for your presentation, you can be confident that you will deliver an effective presentation producing the outcomes that you desire. A powerful presentation is delivered by a confident presenter. A confident presenter transfers their belief and certainty to the listener, the listener then feels confident themselves and this supports movement towards the desired outcome of the presentation.
3. *Credibility...* if you have prepared effectively, and you are confident and the client feels confident about you, then your credibility as a speaker, a presenter, and therefore your authority will increase. Equally, if you have provided effective marketing as a lead-up into the communication process, if you have the testimonials, support material and evidence of results based on the information you are presenting, then the client will, more than likely, believe you and believe in you. When they believe in you, they believe your message. When they believe your message, they are one step away from making commitment to the recommendation you make.

Credibility is important for another reason. The client needs to buy into you, the presenter, before they buy your care (product or service). Conversely, if they don't buy into you, they won't buy into your product or service!

4. *Start with the end in mind...* be clear about what it is that you want to achieve as a result of your presentation. If you know your outcome and you can define clearly that outcome, then you will need to say, illustrate, demonstrate and communicate what is necessary to achieve that outcome.

You will need to know what the keywords are, what the needs and motivators are for the audience, who the potential audience is and how you are going to move them from where they are now to where it is that you would ideally like them to be. Starting with the end in mind allows you to create the program that will create the results you desire.

5. *Personal grooming...* it is important that your personal presentation and grooming be immaculate for a presentation. You must present yourself well, dress appropriately, stylishly and neatly... though, make sure it's appropriate to the setting and presentation (you will dress differently if presenting to the medical profession than you would presenting to the general population).
6. *Pre-plan your presentation to answer questions the audience may have...* it is important that when you write your presentation, the content includes answers to the key questions that the audience may have about what it is that you are going to present to them. It is important to support your comments with facts, information and testimonials that validate what it is that you are telling them and stories to emphasise the message.

## PART B — MOOD/ENVIRONMENT

7. *Atmosphere...* create the type of atmosphere conducive to the outcome that you desire. If your presentation is designed to create a sense of excitement and anticipation or a change in life... ensure that you create a feeling of excitement and anticipation in the presentation, in the atmosphere and within the room. Express this through music, slides or video. Demonstrate it in your voice, your appearance and the support team around you.
8. *Command and authority...* it is important that, to present yourself effectively and as an authority. Take command of the presentation and the room. Lead, direct and take control of the situation, moving the presentation towards the desired outcome.

## PART C — THE PRESENTATION

9. *The introduction defines the presentation...* make your introduction to the presentation short, impressive and highly effective. Begin with the tone and energy appropriate to the presentation, be rehearsed and practiced to ensure that the feel that you want to create is achieved and the effect that you desire is produced.
10. *Establish rapport...* use the introduction and the energy that you have created through the introduction to establish a relationship with the audience. Once rapport is established and once a connection exists between you and the audience then, and only then, may you continue with the body of the program.
11. *Engage the audience...* it is important that you engage the audience, whether it is through the use of stories, participation or by presenting in a way that generates an intense desire and interest for the content of the presentation. You may use humour and make them laugh but do not tell offensive, inappropriate or silly jokes. Humour, when used, must be appropriate and stories must be both entertaining and carry a message specific to the content of the presentation.
12. *Be a polished performer...* it is important that your presentation be polished. You may not be at the point of having memorised everything by rote, however, if you must, use only short notes to jog your memory. Do not use PowerPoint as a way of saying what is written on the slide, rather use PowerPoint (if at all) with images that support the message that you are endeavouring to send. The person who reads their notes, looking down at the page, or who constantly looks to a PowerPoint slide, loses eye contact with the audience, and through that, loses connection.
13. *Use questions frequently...* it is important that you use questions in your presentation.

Questions offer the following benefits:

- Stimulate the listener's mind.
- Facilitate a paradigm shift in the listener from where it is that they are now (with appropriate questions) to consider the option you are presenting them and move towards that direction.
- Involve the listener more in the presentation.
- It future-paces them, causing the client to think about their life in the future based on the experiences they are having now or with the experiences of your product/service.
- Creates greater involvement from the client, asks them to respond and therefore increases the consideration of the information you are presenting.

- Questions ask them to challenge their current situation and look for a better alternative.

When you use questions throughout your presentation you provide these effects. It is a facilitative process, bringing about the change from where the client is *now to where it is they would ideally like to be*.

14. *Compelling and powerful content...* having provided your introduction and established rapport, it is important that you ensure that the presentation you provide is both powerful and compelling... that it grabs the attention of the listener. Once attention is established it increases their interest, facilitating an intense desire for involvement and taking action upon your recommendations. There must be relevance and significant power in the message that you are presenting to the audience. And it is your responsibility to communicate in such a way as to create this type of energy, atmosphere and delivery.
15. *Be really polished...* I have already mentioned the importance of rehearsing and providing a polished presentation. I want to emphasise that here by bringing to your attention several signs of a non-polished presentation. If you demonstrate any of these signs, more rehearsal, more role play and more practice is required. The signs of an unpolished presentation are:
  - Saying um, ah, uh or err.
  - Being lost for words.
  - Having unconscious postures or gestures (such as slumping, sitting in an inappropriate way or at an inappropriate time, using inappropriate hand gestures, fidgeting, playing with your hair, hands in pockets).
  - Missing or losing content from your presentation.
  - Becoming nervous to the point of incapacity to perform.
  - Running over or under time.
  - Failing to create energy and atmosphere in the room conducive to interest or desire from the audience.
  - Failure to maintain eye contact with the audience.
  - Using a monotone or dull voice.
  - Failing to use props or coordinate effectively with the PowerPoint presentation.
  - Having technical difficulties within the presentation.
  - Audience attention being diverted by external factors not planned for.

As I said, a polished performance requires energy and input. Some of these influencing factors may prevent you from being able to achieve these outcomes. Eliminate them from your presentation through rehearsal and practice.

16. *Involve the audience...* when the opportunity arises it is valuable to involve members of the audience in the presentation. This may be done by having a volunteer (and it is essential that they are a volunteer) coming from the audience to the front of the stage to experience some physical display or process associated with the presentation. If it is appropriate for the presentation, find a way to have members of the audience participate through movement, interaction or communication.
17. *More on atmosphere...* if it is possible, use lighting, sound and handouts to establish the type of atmosphere that will produce the most powerful effects for your presentation.
18. *Begin promptly...* it is important that you begin your presentation on time. While there will always be laggards, there will be people who will be early and on time, and to disadvantage these people by starting late can create a sense of frustration by stretching their limited attention span and tolerance. You have not as yet established rapport with these people, and to extend their patience without having first have established rapport can undermine the outcome of the relationship you are endeavouring to establish.
19. *Your personal story...* in the content of your presentation it is important that you help the clients relate to you, connect to you and understand you. You can do this through your personal story. Tell them why it is that you do what you do and how this presentation is a representation of the passion you have for the service that you provide. Explore how what you do in your career is an expression of who you are, have them feel connected to you, experience the passion that you feel and deepen the connection through personalising the presentation with your own story and personality.

It is important to recognise that, while we have been trained as practitioners to have professional distance and separate ourselves away from the clients, when we do connect with the clients, when we tell personal stories and involve them in our lives and us in their lives, a deeper connection exists, a relationship is established, and the presentation becomes far more personal and effective.

20. *Create intensity...* in order to be a compelling presenter, there needs to be a sense of intensity in your presentation along with passion and enthusiasm. You need to be excited about what it is that you're saying, you need to express that excitement to the audience in order for them to feel and sense the excitement and experience it within their own self. The excited client moves from interest to action!

21. More on stories... any stories that you can tell that demonstrate the outcome that the audience wants to achieve can be included in the content of the presentation you are providing and become a powerful way of shifting their paradigm and moving them from their current modus operandi. In this way, sharing stories of clients' transformation, providing testimonials and references as well as concrete evidence and specific information, creates a powerful presentation with a powerful message. That is important.

It is important that you tell these stories fluently, concisely and with passion. It is important that the stories you share have moved you, so that you can move the client through the storytelling process.

22. Close with intensity... it is important that when you close, you close with an intense, powerful communication and expression of the value of the content of the information they are receiving. You may use a story, statement or an offer. Whatever it is, it must be done powerfully and with passion and intensity. It needs to create a sense of urgency that they need to act now, that they must take action... and, when they do, they will feel as though they have made the right choice, and your presentation will have been effective.

## PART D — AFTER THE PRESENTATION

23. Make sure that the clients know that you are available to answer any questions after the presentation... during this time, field any questions. Continue to ensure that the clients receive the information they need in order to take action.
24. Preparation for the booking... make sure there is a table at the exit door that is prepared and manned by support staff to enable clients to take the opportunity to book for the follow-up process that was made in the offer.
25. Follow-up... it is important that once you have their contact information you use this contact information. Follow up, whether to confirm the appointments that the clients have made at the presentation or to find out if there are any other questions, concerns or if there is any other service that can be provided for those people who did not book.
26. The offer... make sure that you have an exclusive offer available to the clients at the presentation that is compelling and causes them to take action. The offer must be extremely valuable, create an intense desire in the participant to take action and move towards the change that the presentation is endeavouring to facilitate.
27. Express gratitude and appreciation... end the presentation by expressing your gratitude and appreciation for their time, their involvement and participation and their willingness to look at the change process and create a new experience within their life.

It is always important to be grateful. The audience has given up their time to be there, it is important that you honour and recognise that commitment and the contribution they have provided in being there.

## PART E — THINGS TO CONSIDER

28. *How will this help...?* make sure that you can answer the question of how will this content and this information help the client in the audience. Make sure that you are not presenting boring content. Remember, things that interest you that are not relevant to the client aren't interesting to the client. The client has to know what is relevant and interesting to them, how it will affect their life and how, when what you present works in their life, it will produce powerful and beneficial outcomes and results in their life.
29. *Create distinction...* it is important that you create distinction, emphasising how the information you are presenting, how you yourself, your practice and your team, are significantly different from other people they may have heard from, listened to or seen in the past. You have to define who you are, why you are different and why this content and information is valuable to them.
30. *Personalise the presentation...* make sure the presentation is personal to the clients. Use “you” and “your”... not “me,” “I,” or “we.”
31. *Do not judge...* do not judge the audience. Do not assume that they do not know or understand. Do not assume that they are not potential clients or hold perceptions about them that may undermine any interaction, relationship or opportunity with them. Always assume that they are genuine listeners, highly interested and wanting to know what it is that you are sharing and are going to take action upon that if it serves their needs.

## AND WHAT'S IT ALL FOR?

“Your audience wants to get to know you, to like you, to have confidence in you, to believe you, to trust you, to understand you, to learn from you, to smile or laugh, and to feel like you value them.”

– Jeffrey Gitomer

This is a lot of work... what is it all for? Why do we do so much preparation?

- Apply these principles in the creation and delivery of your presentation and your ability to facilitate a higher number of attendees becoming new clients will result.
- These programs can be very powerful lead generators, they should provide the opportunity to make money in their own right.
- Doing presentations increases your authority and expert status.
- You should be able to use your presentations to increase your personal and practice publicity.
- Presentations also provide you the opportunity to give education and valuable information to your clients, facilitating their transformation to their ultimate potential.

Now that we've reminded you of their power, how can you put together the perfect presentation?

## **THE DEFINITIVE STRUCTURE FOR A POWERFUL PRESENTATION**

Previously, we discussed the principles underlying a powerful presentation. Now we investigate the specific structure that creates and produces the definitive powerful presentation.

It is important to recognise that the structure of the presentation is a sequential and deliberate step-by-step process that, once the outcome is defined, leads to the more likely realisation of that outcome.

Many people deliver their presentations with the 'hope' of producing a great outcome.

Hope however, is not a strategy. People who have not created a specific plan, detailed the steps by which the plan will be realised and scripted the words in such a way as to create a compelling impact upon the client to take action... are leaving their success to chance.

Chance is not an effective strategy either.

You want your presentation to create the outcome you desire. Here's how to structure a powerful presentation to produce compelling and dramatic results — results you have determined, defined and designed prior to delivering your greatest performance!

## **A FORMULA FOR SUCCESS**

The formula for a presentation provided in the *Marketing Alchemy Templates Manual* is a powerful framework from which to deliver your presentations. You may not have delivered such a structured presentation in the past, you may prefer to ad lib and be tempted to do that in the future. However, the types of results we have been able to achieve utilising this

formula and the scripts and dialogues and the procedures detailed within this program should alert you to the fact that an unstructured, un-systemised presentation leads to less than optimal results.

This system is a formula to the success or realisation of conversion of participants at a workshop to potential clients in your practice.

I would like to emphasise one of the keys of this formula for success is having the client decide upon your generic offer...that is, the general idea that you want the client to agree with and make a commitment to.

For example, the generic idea that a person must agree to before beginning supplementation is the fact that our own diets and nutrition is inadequate, that the foods we get at supermarkets and in tins and packages are over processed, stored and are nutritionally deficient.

When having agreed with this, they must then agree that these factors influence health and therefore to achieve optimum health, we require optimum nutrition.

Recognising that deficiencies in the food that we have is not achieving optimum nutrition... they need to uncover a solution for optimum nutrition.

A client must agree with all of these factors before you can offer them the specific offer of supplementation and in that way demonstrate how supplementation can prevent disease, eliminate premature aging and offer solution to health challenges and problems.

If the person does not agree that there are any deficiencies in our diet and nutrition, you will be unable to get them to supplement.

As such, beginning with the generic agreement in the presentation is essential to support the client in moving towards the specifics of the recommendation you make.

To the extent that you understand and apply that, you will experience success with your presentations and influencing your client towards making higher and better choices.

As such, you need to define within your presentation the specific generic ideas that you are proposing to the audience and how these are going to be represented in your offer.

You need to know the features and benefits of the generic ideas.

You need to have facts and proof that these generic influences will make changes in the client's life.

You need to have a powerful opening that evidences the value of the generic idea. You have to have details and scripts that create agreement with the generic idea you are proposing and presenting.

You must have a way of summarising and bringing all of this together so that the client agrees that there is a problem and that the generic solution you are offering is indeed valuable to them.

You need to have a compelling offer that offers the generic solution to the audience member.

Finally, you need to have a specific solution in alignment with the generic solution able to be delivered in a personalised setting with additional support systems that lead the client from the generic solution to the specific solution and from the specific solution to agreement of the recommendation. The elements that we are discussing here are scripts, systems, resource material and dialogues.

A successful presentation is the beginning step of communicating to and attracting wellness-based clients to the practice. It facilitates clients entering your practice in a pre-qualified way. However, it demands further follow up procedures and processes at a high level to maximise that effect.

It is at this particular point, having undertaken the marketing tool (the presentation), that you follow up the process with the materials and systems of the sales masters program.

And this way, *Marketing Alchemy* and *Pre-eminent Positioning* are integrated, interrelated.

## **A FEW FINAL CONSIDERATIONS**

*There are different types and lengths of presentations...*

- 15 minute speech
- 60 minute speech
- 90 minute speech
- 3 hour presentation
- Full day presentation
- Weekend presentation
- 3 day presentation
- Multi-day boot camp

You have to write content for each of these elements.

Each presentation has a natural progression to be able to, oftentimes using the same structure and content, delve deeper and more thoroughly into each of the elements of that program.

## *Other Considerations*

- Number of participants.
- Topic to be discovered.
- How you will disseminate information within the program.
- The purpose of the presentation... lead generation or profit?
- Will you DVD or audio record the presentation?
- You make materials for sale at the presentation.
- Also need to consider the title of the program, what programs are related to this program that you can market.
- The outcomes, goals or benefits to the participant for the program.
- The fee charge for the attendants at the program.
- The follow up system.
- Program materials.
- The learning methodology.

## *Instructional Aids*

You also need to consider what you will need on the day as part of your presentation:

- White board and white board markers
- Overhead projector
- Transparencies or PowerPoint
- Photos, films or slides
- Flip charts and paper
- Computer and cables
- Speakers
- Audio equipment, recording equipment
- Microphones
- Paper, pens and materials to hand out
- Your handouts
- Any other resources
- Name badges
- Chairs, tables or lecterns
- Projection screens
- Booking of the venue
- Water or drinks
- Food and beverages

## *Profitability*

The event should be profitable in one of the three following ways:

1. Generation of leads in the form of new clients for your practice.
2. Generation of profits by sale of books, CDs or DVDs.
3. Generation of profits by up selling to a fee based seminar, workshop or presentation.

If you have not done one of these three things, you have failed in the productivity of your presentation.

Yes, it is true and in fact essential that the information you provide be significantly valuable to the participants, that the education be an emphasis within the presentation itself. However, this is after the exclusion of the need for the activity to be profit producing!

## *Self-Sponsored Programs*

While it is far more easy, profitable and judicious to have your program sponsored by others...that is, be a speaker at another persons event whereby you are paid and have the opportunity to present your information, make sales of books, CDs and tapes and then use the event as a referral for your own other services...many people do not get this opportunity in the initial stages of their speaking career. The majority of people need first to succeed in a self-sponsored program.

To do this, you will need effective marketing and sales techniques as well as a brilliant presentation and content.

That is why this section is part of an overall marketing program. You need to know how to market your presentations, you need to know how to produce marketing material for your presentations and you need to market other elements of your business within that presentation in addition to the information you provide.

You need to have effective copy for marketing the presentation to generate large numbers of participants.

You need to generate effective brochures for the provision of other services.

You need to have scripts and sales presentations within the workshop that generate interest in the purchasing of books, CDs and DVDs as well as attendance at other programs or your consultations.

## **DEALING WITH THE RESISTANCE OF SCRIPTED PRESENTATIONS**

Throughout the *Practice Mastery Program* we have detailed the value of scripts. In the *Pre-eminent Positioning Program* we cover this in detail when training on how to deal with objections.

I want to detail here once again the fact that scripts are an essential element of a successful presentation as much as they are a basis for success within your care plan delivery recommendations and report of findings.

Systems and scripts work...that is why we use them.

It's important to recognise that we are not talking about being robotic, depersonalised or rote learning something, having no flexibility with it and not individualising the dialogue.

What I am suggesting is that you learn the presentation system, you learn the scripts and then you practice them.

The skilled presenter can deviate from the plan and practiced presentation based on his or her read of the individual or audience.

Equally, they may recognise that the presentation changes slant, and as such, alters the flow of the presentation, either the words used, the order of the topics delivered or introducing or eliminating elements as is necessary. The astute presenter understands and recognises certain audiences may need to spend more time on one particular topic, emphasise another topic here, while minimising the influence of another topic there.

We are emphasising the fact that you need to respond to the individual circumstances of each presentation, the questions and objections raised, as well as the feel of the audience.

This is more easily and effectively done when you know your presentation intimately and thoroughly. When you have practiced and rehearsed it, when you are confident with it and when it flows easily and naturally.

It is this reason that we ask you to master the process of the presentation... so that you can be as flexible as you need to be.

However, it is important to recognise and understand that flexibility is one thing... a completely undisciplined and unprofessional approach is another thing all together.

A professional presentation is rehearsed and practiced.

The unprofessional is ad lib and undisciplined.

Only the professional presentation maximises performance and results.

Marketing expert Dan Kennedy once said,

“The pro has three presentations:

1. The presentation he planned to give
2. The presentation he actually gave
3. The more perfect presentation he wished he had given.

The amateur has two:

1. The one he gave
2. The one he wished he had given.”

The key is to understand that you must present these presentations professionally; however, you must also uniquely modify the scripts, the dialogues, the emphasis and the style of the presentation. Remember, it is not a canned or rote presentation. You must be enthusiastic and energetic. It is a professional presentation.

## **A FINAL CONSIDERATION... SEMINARS (PRESENTATIONS) TO RUN IN-HOUSE**

It is important that you provide training in-house to your support team and practitioners to enable them to more professionally manage the following activities:

1. In-bound calls:
  - a. What is the ultimate objective of this call?
    - Book new clients
    - Book repeat clients
    - Get contact details
    - Leave a positive impression
  - b. What is the impression we want to leave with people?
  - c. What should be the exact procedures our staff follow when people call in?

Example, what scripts and follow up procedures are in place?

Write this as a systematic manual and then train on this manual

2. Rapport training for all staff.
  - a. Find out about the client and family:

What do they do? What do they like? What are their interests?

This enables you to build relationships with them, engage in conversation and bond with the clients.

3. Presenting workshops.

All staff should be able to present information and education to clients, deliver workshops, including the presentation of the six ways to treat and prevent human health conditions.

4. Sales and marketing.

Everybody needs to learn about sales and marketing:

- a. Research the media... how are other practitioners marketing? Research the market and your clients, what do they want what are they expecting?
- b. Define your benefits list.
- c. Select your marketing weapon/techniques and tactics, like a referrals program.
- d. Create a marketing plan:
  - i. Purpose of marketing.
  - ii. Benefit of your offer.
  - iii. Target audience.
  - iv. Weapons you will use.
  - v. Define your niche in the marketplace... what do you stand for?
  - vi. It tells your identity equals the truth??
  - vii. What's your budget, equals percentage of growth revenues??
- e. Make a marketing calendar projected out for one year.
- f. Look for fusion marketing opportunities... joint venture marketing opportunities with people who already service your preferred client.
- g. Launch your marketing campaign in slow motion... it should feel comfortable and ensures that you haven't invested too much financially and that emotionally you're not spread too thin.
- h. Maintain the focus of the marketing campaign... repetition and acceptance of the fact that it may not happen instantly.
- viii. Follow up with testing and measuring.
- ix. Improve... improve the media to maximise the result and outcome.
  - Improve your budget to be more profitable, producing better outcomes with less money spent.
  - Improve your headline to achieve greater responsiveness.

## NOTES

## NOTES

*Transforming **your** health care practice **your way***

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