

# Preparing for Your LeTip Ten-Minute Presentation

When it is your turn for the Ten-Minute Presentation, be as well-prepared as possible. Remember, your fellow LeTip members and guests may give you some of your most valuable advertising, so you want them to see you at your professional best. Treat this representation as if you were giving it to your most esteemed customer!

There is a tendency to try to cram as much as possible into this ten-minute space. However, since you will have several opportunities during the year to present, why not concentrate instead on one topic and really educate the other members about you? That way, they'll be able to talk more intelligently about at least one aspect of your business, instead of vaguely about several things. Better focused members bring you better focused tips.

Use the attached worksheet to help you plan your talk. Divide your time roughly in the following manner for the greatest impact:

Lead:	1 minute
Point 1:	2 minutes
Point 2:	2 minutes
Point 3:	3 minutes
Demo:	2 minutes
Summary:	1 minute

Using the worksheet, decide what the goal of your presentation will be. Do you want to educate your audience about you, your product or service, or about how they can be of more help to you in securing more business? Your ability to be clear about your goal will be reflected in the clarity of your talk.

Plan to **Lead** carefully. Your opening remarks will set the tone for your entire presentation. Use as few words as possible to describe your business and what you will be talking about.

Generally, you should have no more than three **Points** to make in a talk. In fact, since this is such a short speech, you may want to have only one or two so that you can go into a little more depth. As you analyze exactly why you wish to include a point, ask yourself why the audience should hear about it. Why is it of benefit to them? (We often forget that items which are utterly fascinating to us hold absolutely no interest for our audience).

You may wish to use the **Demo** point to illustrate one of your points. Another way to include it is an addendum to your talk. This is useful if you have a package describing all your services and wish to pass it out. This gives you a vehicle to let everyone know the full range of your services and not lose the impact of your single-focus presentation. But, include the demo at some point. A demonstration or handout will help your audience remember you long after the memory of your words has faded.

Your **Summary** should include three brief reasons why people benefit from using your service or product. Tie it into your talk. Finish by telling your audience about the types of leads you are looking for.

# LeTip Presentation Worksheet

Goal of Presentation \_\_\_\_\_

## Lead

"Good morning. My company, (name of your company), (what your company does), (in 25 words or less). This morning I am going to talk to you about (State your topic in ten words or less). The reason I'm going to speak about this is (state your reason in 25 words or less)".

**Point 1** \_\_\_\_\_

This is of benefit to clients because \_\_\_\_\_

**Point 2** \_\_\_\_\_

This is of benefit to clients because \_\_\_\_\_

**Point 3** \_\_\_\_\_

This is benefit to clients because \_\_\_\_\_

## Demonstration

(May be used after close of actual presentation)

Why is this demonstration important to my audience? \_\_\_\_\_

Description of demonstration \_\_\_\_\_

## Summary

"The benefits to my clients in using my service (products, etc.) are: (Give three of four short reasons people come to you). Thank you for your time. Are there any questions?"

## Checklist:

**Handouts**

**Items for demo**