

FUNDAMENTALS
a numbers game

dare & share

Fundamentals



Concept:

Before we start:

The steps that we follow are presented this way for a reason.
Always start with building a good foundation.

One fundamental concept and two basic parts to your product.

- Your Course and
- Your Sales Page

You need to create presentations that have impact and convert.

A Numbers Game

What do these Numbers mean?

55%

38%

7%



A Numbers Game

55% of a person's judgement is based upon appearance.

38% of a person's judgement is based upon the tone of voice.

7% of a person's judgement is based upon content.



A Numbers Game

This is not an excuse to have bad content it is just to show how much people judge the book by its cover.

Remember these numbers when you put your presentation together.

These numbers are important. Work with them or they will work against you.



Fundamentals

Presentations that Impact and Convert

You need to develop your product on 2 levels:

- your “pitch” to get people to buy your product. This is the landing page and sales video that invites people to look.
 - You put them in the Hero’s Journey.
 - You want to give something that they can apply immediately: the FREE LINE. You can give a part away from your course.
- your product, the training you build to help people improve an area of their life.
 - The way you present your training will have a huge impact on whether people complete your course, are happy and promote it.



Fundamentals

WHICH ONE IS THE MOST IMPORTANT?

- The Pitch?
- or
- The Course?



Fundamentals

WHICH ONE IS THE MOST IMPORTANT?

It better be the PITCH!

You can always improve your product.

It takes away the pressure from building the perfect course.

You share from a “LEARN-OUT LOUD APPROACH”.

Ask for Feed-back. Learn and apply.



NEXT:
FUNDAMENTALS
presentations

dare & share