

KETO DIET SUMMIT

Weight Loss & Keto for Middle Aged Folks

WOOHOO! READY TO RECORD YOUR PRESENTATION FOR THE KETO DIET SUMMIT

Each presentation should be **15-20 minutes long and pre-recorded**. They're meant to be more friendly and action-packed than perfect and strategically structured. We want our attendees to learn something valuable, while having fun in the process. Remember, this is not a webinar. Please be sure to give valuable, actionable content that doesn't leave attendees feeling like they're missing something in hopes that they'll make a purchase.

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

Slides

No slides (just your beautiful/handsome face)

Interview-style*

* *If you'd like to go with the interview style presentation, email Brian@ketodietsummit.com and we will set up a time*

No matter what format you choose, you are free to use your presentation however you'd like in the future.

Your presentation should include great, actionable content.
Here's the suggested format:

- ☐ A quick introduction
- ☐ An overview of your topic
- ☐ Where people go wrong and tend to overcomplicate it
- ☐ Teaching section
- ☐ Specific action steps (with the goal of simplifying their existing process)
- ☐ Up to a 3-minute pitch* (*I'll include a button below your video with a link to what you're promoting*)
- ☐ Include questions for attendees to answer in the chatbox

**You are welcome to pitch either a free or paid product. To get the most from your presentation, I recommend creating a freebie that helps attendees move toward the transformation you've promised + complete your action step and pitch that. This will perform better than an unrelated freebie or paid product. 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!*

Each presentation will have notes and an accompanying worksheet provided in the All-Access Pass.