

# KETO DIET SUMMIT PRESENTATION

Next up is your presentation! This is a 17-25 minute pre-recorded presentation that is meant to be more friendly and casual than perfect and structured. We want our attendees to learn something great while having fun in the process.

Please structure your content in a way that allows attendees to walk away feeling like they've really learned something, rather than a webinar format where they feel like they're missing something that they need to buy from you asap.

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

- Slides
- No slides (just your gorgeous/handsome face)
- A mixture of the two

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:

1. A quick introduction
2. An overview of your topic
3. Where people go wrong with your topic and tend to overcomplicate it
4. Teaching section
5. Specific action steps (with the goal of simplifying their existing process)
6. Up to a 2-minute pitch
7. Include questions for attendees to answer in the chat box throughout to boost engagement

While you are welcome to pitch absolutely anything you'd like, I recommend a freebie that is highly related to your presentation topic and helps them continue to move forward with what they'll learn from your presentation.

E-mail me with any questions at [brian@KetoDietSummit.com](mailto:brian@KetoDietSummit.com)

Abby K