BLOGGER BREAKTHROUGH SUMMIT

PRESENTATION GUIDELINES

HEY! ARE YOU READY TO RECORD YOUR PRESENTATION FOR THE 2021 BLOGGER BREAKTHROUGH SUMMIT?

The Basics

- Presentations should aim be **30 minutes** long, the suggested breakdown is included below
- Your presentation should be **ACTION ORIENTED** (it shouldn't be a lead up to a sales pitch)
- It doesn't need to be perfect, casual is great.
- Don't leave attendees feeling like they're missing something in the hope that they'll make a purchase.

Presentation Styles

You may choose any of the following presentation formats or a combination of them:

- Slides
- No Slides
- Screen-share (these make for great action oriented sessions)
- Interview Style*

Recording Your Presentation:

There are several different ways you can record your presentation. If we are doing interview style we will record using Zoom.

If it would be easier for you, I'm happy to schedule a time for you to do your presentation with me and I will take care of recording it via Zoom.

I ask that you please do not use Loom to record your presentation, it has caused technical issues in the past.

Some other tools you could use are Screencast-O-Matic or ScreenFlow.

*If you choose Interview-style, schedule a time with me to do that here.

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Suggested Presentation Format:

- Quick Introduction (3 minutes)
- Overview of Your Topic (5 minutes)
- Teaching Section (15 minutes)
- Specific Action Steps (4 minutes)
- Up to 3 Minute Pitch with Call to Action (3 Minutes)**
- To encourage engagement include questions for attendees to answer in the chatbox

**I'll include a button below your video with a link to what you're promoting.

You are welcome to pitch either a free or paid product, however, to get the most out of participating in the Summit **I recommend creating a freebie that helps attendees move toward the transformation** you've promised or complete the action you demonstrated 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! If you need help figuring the logistics of setting up a Tripwire, you can [check out this post.](#)

Presentation Examples

Here are some examples of different presentation types from last year's summit:
- **Slides**: Ben Huber's SEO Trends Watch it Here
- **Screen-share**: What to Know About Page Builders Watch it Here
- **Interview** - Style: Grayson Bell's Understanding the Technical Aspects of WordPress Watch it Here

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Templates
Here are some templates and outlines to help you create your presentations:

SLIDES TEMPLATE		OUTLINE

Canva Presentation
Template

Worksheets
Each presentation will have notes and an accompanying worksheet provided in the All Access Pass/Pro Pass. We plan to create that content, but if you'd rather create your own notes and/or worksheet questions (or already have the information created), feel free to include them when you submit your presentation.

After the Summit Ends
You are free to use your presentation as you see fit in the future.

Again, THANK YOU for being apart of the summit, I'm so thrilled you're here.

– Liz