

HOW TO CREATE A PRESENTATION FASTER



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1. CLARIFY THE GOALS OF YOUR SPEECH

Ask:

What do I want my audience to know?

What do I want my audience to feel?

What do I want my audience to do?

EXAMPLE:

Know: I want my team to know we are rolling out a new CRM system in April 2025.

Feel: I want my team to feel excited because it is going to save them time and the company money which will increase their profit sharing.

Do: I want my team to open the email they receive immediately following this meeting and do all four steps listed in it by February 15.



2. PUT YOUR CONTENT INTO MY SPARK FRAMEWORK

Story

Problem

Actions

Resolve

Knockout

STORY:

Start with a story (dive right into the center of action)

Example: Share story about sitting in your office and seeing the numbers of wasted dollars by using the current CRM system and what it made you think and how it made you feel.



PROBLEM:

Your audience needs to feel the weight of the issue. Why do they need the solution you are going to provide? Build your case by using data, stats, or stories.

Example:(Show data) Our company is wasting X amount of time and Y amount of dollars on our current system, and losing Z amount of customers every year.

ACTIONS:

What actions (solutions) do you want the audience to take to solve the problem?

Example: Explain the new CRM software, share about the top three features and how that will solve the problem.



RESOLVE:

Even if it's baked into your solution, you need to give a clear call to action. What do you audience to resolve to do?

Example: Open the email they receive immediately following this meeting and do all four steps listed in it by February 15.

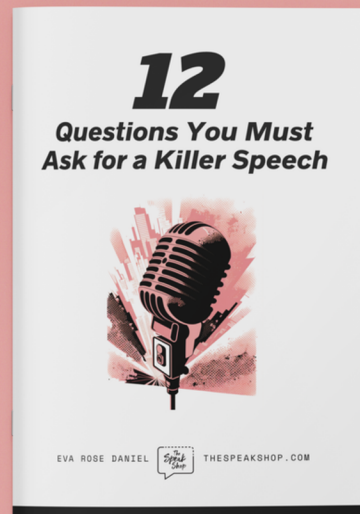
KNOCKOUT:

Your closing matters. Make it memorable and sticky by using a story, an inspirational charge, or an audience participation moment.

Example: Paint inspirational view of what our company will look like within a year because of this change.



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HI, I'M EVA.



I founded The Speak Shop to train thought leaders on developing and delivering inspirational content on the world's largest platforms.

I've worked with money pro Dave Ramsey, execs from numerous billion dollar companies including Chick-fil-A, and many of the world's top authors, speakers, CEOs, and executive leaders. My work has been featured on syndicated radio broadcasts, top 5 podcasts, viral YouTube shows, and livestreams seen by millions of people around the world.

If you need help crafting a speech send me a DM.