

DAVE DEE



**PRESENT,
PERSUADE
AND PROFIT**

**MASTERING ONE-TO-MANY
SALES ON STAGE OR ONLINE**

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ON STAGE OR ONLINE

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Results. Rule. Period.

“Your stuff flat-out works. I’m on track to **double my business** this year!” *Joe Roseman, Financial Advisor*

“Before learning your system, I struggled to get appointments from my estate planning seminars. **Now I close 75% of the room!**” *Linda Sherfey, Estate Planning Attorney*

“I was skeptical. Boy, was I wrong! I’ve already seen the results of the changes I’ve made in my presentations, and **I recently sold \$270,000.00 to an audience of 400 in my best ever sales presentation.**” – *Andrew Lock, Business consultant.*

“I have another HOMERUN to report! **I sold 40 CPAs (out of a room of 125 primaries), a \$1,997 product** that also had \$297 a month (I got this gem from you, too). The membership program is attached. **I increased my membership by nearly 30% in a 75-minute presentation!** This is better than DRUGS!” – *Michael Rozbruch, Information Marketer.*

“I restructured the entire beginning of and the close of my webinar. The difference in results was substantial. We went from **7 appointments before to 28** after I made the changes. Since the lifetime value of my clients is \$25,000 or more, I would have to say we **had a \$100,000 plus day**” *James Lange, CPA.*

“It’s **six months into the year, and I’ve already equaled in sales what I did all last year** by following your systems.” *Barbara Swiatek, Financial Advisor*

“I used your concepts in a presentation at a meeting and sold to 7 out of 15 people in the room on my SAAS -EnvisionStars. Powerful stuff.” *Nathan Ho*

“Last week, I did a seminar, and at the end, **83% of the audience went back to the registration table to make an appointment.** That is the highest percentage we have ever had! - *Dave Heath, Financial Advisor*

“Dave, I wanted to let you know I’m still crushing it speaking. Was asked to do a short 15-minute presentation at a dental mastermind event, and I set 15 appointments for a cyber security analysis!” – *Anthony Jurjevic*

“Thanks! Spoke at a tiny event. **Closed 6 out of 7 buying units into an offer at \$56K or \$98K.** Expect wires of just under \$400k next week.” *Chuck Boyce, Serial entrepreneur*

PRESENT, PERSUADE, AND PROFIT

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This book is dedicated to the amazing clients I've be fortunate to serve. Thank you for your trust, loyalty, and continuing support.

And to my biggest fan, business partner and the most understanding and incredible wife any entrepreneur could hope for. Kalia I am truly blessed to live my life with you.

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About The Author

For the past 25 years, Dave Dee has helped business owners **sell more of their professional services** in less time and with less effort.

Dave started his business career as a **professional magician and mind reader**. He went from doing three shows a month to averaging 25 in less than 90 days when he discovered the art, science, and magic of marketing and sales.

As a result of that success, he started getting asked to speak at business conferences, tell his story, and reveal his strategies.

Dave quickly discovered he could make more money and help more people by selling his services instead of just teaching from the stage. So, he **developed his proprietary one-to-many selling system**.

He knew he'd created something extraordinary when he **sold \$330,000 in one hour** at an event with only 100 people.

Although speaking effectively in front of a **live audience**, he realized his one-to-many sales system could also work online for live and **automated, pre-recorded webinars**, making it more scalable.

Famous speaker, author, and legendary marketing expert Dan Kennedy asked Dave to create a webinar based on the presentation he used to sell his flagship product from the stage. (He had retired from the speaking circuit but still wanted to sell his program.)

The results were breathtaking. Dave's automated, **evergreen webinar produced \$1.5 million in sales** in under a year and a half.

Other business owners took notice and asked Dave to help create their own one-to-many sales systems so they could leverage their time and energy while producing exponential results.

Today, Dave and his wife and business partner Kalia help entrepreneurs grow their businesses through small group workshops, their Inner Sanctum VIP membership program, and their invitation-only Elite Mastermind program.

Introduction:

You're about to discover how to craft a one-to-many sales presentation you can deliver on stage or online that produces maximum conversions.

If you sell professional services, that means getting more prospects to schedule appointments with you than ever before.

Selling a product means creating a literal stampede of people buying whatever you're selling.

Even if you do presentations currently, I can make a virtual certain bet that what I share with you can double, triple, or even quadruple your conversions.

If you've never spoken to sell or done a webinar or an in-person presentation, this is exactly what you need.

My goal for this book is to give you practical, usable, and proven methods so you have results that you can see in your bank account very quickly in 30 days or less.

This book is for you if you offer an excellent product or service because if you're not, what I'm going to share with you will only spread the word quickly that you're not very good at what you do. Because this is about getting a flood of new clients very quickly.

If you're frustrated, this book is also for you because you know you're good at what you do, love working with clients, and know that you could and should be doing better now.

Imagine you could wave a magic wand, wake up in the morning, get your espresso or coffee, open your calendar, and see it's filled with a list of prospects who already recognize you as the preeminent authority and expert and are ready to do business with you. Or you check your email and see that you've sold a slew of your products while you slept.

What you are about to discover will dramatically and immediately impact your sales and the amount of money you make.

This course is designed to teach you to be a powerful, persuasive, and influential speaker, whether you're presenting onstage or online. Best of all, there is **no theory**. Everything in this program is proven.

Use it, and you'll get results.

So, let's get started!

CHAPTER 1

How to Get into the Minds of Your Audience

One of the biggest mistakes speakers make is whether they are selling a product, a service, an idea, or anything. They're so focused on themselves and getting their messages across or selling their product that they miss a key fundamental – getting into the minds of the prospect and the audience.

When we talk about audience, you must understand that what I'm talking about is, yes, a group of people. Still, whenever you speak, you are talking to a person.

Even if are 5,000 people in the audience, you are talking to one person, and the audience must believe you are talking to that person!

How you want to talk to them is not just on an intellectual level but on what we would call a psychic level – what's going on inside their head – and an emotional level. So, you want to speak to their mind and heart. To do that, you need to know who your prospect is and what is happening inside them because you cannot craft a powerful and persuasive presentation unless you know your target markets and your audience.

So, it is critical, and that is where you need to start. It's not starting with your offer. It's not starting with your PowerPoint presentation. It's not starting with your speech. It starts with "Who am I speaking to, and what are they feeling and thinking inside?"

The deeper you can get inside their minds, the more powerful and persuasive your presentation will be.

Now, you might be asking yourself:

"This sounds like it could be a fair amount of work. Can you describe the payoff and the value for doing this legwork up front?"

Yes. You're right. It is much work. There's no question about that, **but the payoff is enormous.**

The payoff means moving people, touching them on an extremely deep level, and selling them your product to help them and possibly change their lives.

To sell them an idea. To move them emotionally. To make money and, again, to have a tremendous impact on people's lives, depending on what you're selling.

So, for the lawyer standing in front of a group of people at a dinner or a luncheon, getting people to understand and feel what you're doing and its benefits.

If you're a politician, move the people you are talking to so that they truly understand you and, more importantly, know that you understand them. That is a huge distinction.

The Audience Should Believe YOU Understand Them!

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Most speakers are concerned with getting the prospect to understand them when the best way to do it – to influence, to persuade – is to let people know that you truly understand them, as opposed to them understanding you.

There's a two-way street here, so the payoff is enormous.

Suppose you're always speaking before the same types of people. In that case, you only must do this procedure once. It will give you ultimate clarity as to what you'll say and how to structure what you'll say and your presentation to get the desired results.

Exactly How to Understand Your Audience's Mindset

It starts with a series of questions I've developed over the years and found extremely useful and precise for getting that information.

There are two types of questions that you're going to be answering. One of them is the demographic questions.

Demographic questions are basic facts and figures – age, gender, etc. We'll go over all the demographic questions.

But then you've got what we term in sales: the **Psychographic questions**.

This is where you're getting deeper into your prospect's mind and behaviors.

When crafting a message or presentation, most people think about the demographic information about their audience rather than necessarily the psychographic information about them. The truth is that the psychographic information – what's going on in someone's heart, someone's head – is more important than the demographic information.

So, let's get started.

Let's do some demographic stuff, and then we'll get too psychographic.

Demographic Questions

What is the typical gender of the audience you will be speaking to?

You may have a mixed audience, and that is fine.

If it's equally 50/50, that's great. In most cases, it's not. You must go through this procedure if you're speaking in different groups.

For example, just this year, I spoke at an event, and there were 1,000 people there. The audience was probably 90 to 95 percent men. Well, I will craft a message different for an audience of 90 percent men than I am for 90 percent women.

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Also, earlier this year, I spoke to a group of nothing but women. There were about 150 women. So, the way I presented and crafted my message – and I was selling the same thing. Still, I crafted my message differently based on the audience's gender.

So, the first question to ask yourself is: "Am I going to be speaking before a primarily male or primarily female, or truly a mixed audience? "

Refrain from defaulting to the mixed audience if it isn't true. Think it through. So that's the first question.

What is the age range of the audience?

It will vary wildly in some cases; in others, it's not. Why is this important? Again, because when you're crafting your message, when you're thinking about how you're going to present, how you're going to talk, how you're going to move on stage – all the things that we're going to go over in the Psychic Sales course – you need to know the age range of the audience. Even talking about how you dress, you need to know the age range of your audience.

Another thing to consider is...

Are these people Baby Boomers?

I've got clients; their primary audience is people in their 70s. Well, how you're going to present things, the jokes you're going to use, the content of your slides, and the things you're going to reference will be different for a 70-year-old than they are for someone in their 20s.

So, what is the age group of the people you will be speaking to? That's the second piece of demographic information.

The next question would be...

What does this person do for a living?

For example, as I was talking about the group that I spoke to, where there were about 900 or 1,000 people in the audience – which, by the way, we sold \$770,000 worth of a particular product to, and that was in 40 minutes, so that's pretty good if you do that as an hourly rate – the group was made up of primarily business owners and entrepreneurs.

Again, I needed to know that information because I would structure a presentation differently.

Let's say the audience comprises another group I spoke to before and did extremely well – lawyers.

Well, yeah, they're entrepreneurs and business owners. Still, if it's an entire group of lawyers, I will tailor my presentation to that group.

If I'm speaking for a group of financial advisors, which I have, I'm going to tailor it to that group.

So: "What does the typical person in the audience do for a living?" That's important.

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Those are some very, very basic questions to gather demographic information. Another question could be:

How much money does this person earn?

Those first three questions I asked you apply to everyone, but the money question may not be, but it very well could be. So, you need to ask, "What are they earning?"

If someone earns \$25,000 a year, selling them a \$20,000 package will be extremely difficult. It's not impossible, but it's extremely difficult.

Just so you know, we have sold more than **\$20,000** in programs speaking in front of a group and getting about a 40 to 50 percent closing ratio, so it is possible. Still, the people who were in the audience were in the higher income bracket.

Psychographic Questions

Let's move on to what I think are truly the more important questions – the Psychographic questions.

It would help if you were asking those fundamental questions and needed to know their answers.

The deeper questions, though, are these, and the first series of questions I will give you come from my mentor, Dan Kennedy. He used these in the context of writing sales copy. So, if you're writing sales letters or ads, you need to know the answers to these questions.

Here's the beauty of learning the Psychic Sales Platform Speaking System. Suppose you learn this, and you learn it well, on some level.

In that case, you're also going to learn how to write great marketing materials as well because a lot of the same questions that you would answer here to put together a presentation, you will also put into a sales letter, into an ad, into a report and things like that.

So, the first big question is...

What keeps your audience member awake at night, lying in bed, staring at the ceiling, as it relates to what you are selling?

For example, when I was a magician, what kept me awake at night was, "Where am I going to get my next show from?"

At that time, when I was tossing and turning in a deep amount of pain over this, the thing was money.

"Where am I going to get my next show from?"

That was what was keeping me staring at the ceiling.

When I started my business many years ago, the next question was: "How will I meet payroll?"

That was what was keeping me staring at the ceiling.

"What's making them lie awake in bed, staring at the ceiling?"

The next question...

What is causing them pain as it relates to what you are selling? What pain are they in?

When I use the term "selling," you are always selling – whether you are selling a product, whether you are selling an appointment if you are a professional services provider, or whether you are selling an idea, a belief system, if you are a politician or if you're an evangelist. Whatever it is, you are always selling. So, when I use the term "selling," that's what I'm talking about.

What pain are they in, as it relates to your product?

Well, let's just go back to the magician example. With the magician example, they stared at the ceiling, wondering if they would get their next gig from their next show. What was causing them pain was many different things.

One, I need more money. They didn't have enough money.

Two, they might have to get a real job.

Three – and this is a hidden pain that they would not freely admit to, but because I was one of them, I knew what was going on – the embarrassment of having to tell people that everyone who told them that it wasn't possible, that it wasn't practical, that they wouldn't be able to make a living doing this, that they were right. So, the pain of failure and facing people who said they would make this happen.

It is mission-critical to go deep on this rather than taking a surface-level approach.

Oh, they want to make more money.

That's an obvious approach. And yes, you need to write down and know that, but you need to go deeper than that.

When I sold to fellow entertainers, I knew they wanted to book more gigs and make more money, but they also wanted to say to the people who told them that they wouldn't be successful, "Screw you. I did it!"

You wouldn't know that if you didn't know the market, if you didn't go deep enough into the market, into your audience member's mind.

After I spoke to them, I often had magicians comment and say, "It was almost as if you were hiding under my kitchen table, listening to me talk to my wife."

That's how deep we want to get here because if you know this information on this deep level, you can craft a persuasive, powerful, and irresistible presentation.

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You can craft an offer that becomes persuasive, powerful, and irresistible. You become persuasive, powerful, and irresistible, even without a polished speaker.

Because what trumps being a polished, slick speaker is your connection with your audience members.

It would help if you remembered that Selling is a transference of emotion and that 80 percent of all sales are based on the customer liking and trusting the salesperson.

Eighty percent of all sales are based on the customer liking and trusting the presenter. One of the ways to garner trust with your audience members and your audience, which is made up of each audience member, is to get them to believe and truly understand that you know them.

What is frustrating them?

You may think all these questions have the same answer but don't. What's frustrating the magician, what's frustrating your audience member is different than what they're worrying about.

They're naturally tied together, but it's different.

For many people who sell professional services, what's frustrating them is, "I'm good at what I do, but I don't know how to market myself."

See, that's different than worry.

That's different than pain. We worry we have pain, and now we're talking about frustration. What frustrates them? Again, for magicians, it's not knowing how to market, not knowing how to book shows when I'm so good at performing.

For the politicians who are speaking, maybe your audience member, what's frustrating them is, "I'm working harder and harder and harder, but the government is taxing me so much that I'm not getting ahead, and I don't ever see how I am going to get ahead."

What's frustrating them?

It's a very key question because here's the thing...

With all of these questions – and the reason we're doing these questions before we even get into the whole idea of putting a presentation together or stepping out on stage and speaking, or stepping behind a microphone and speaking to anyone – the reason we're asking these questions is that your whole presentation is going to be based around solving their problems, solving their frustrations, helping alleviate their pains, helping them get what they desire.

Right now, we're just focusing on the pain. Tony Robbins, one of the greatest motivational speakers and life-change agents, talks about how people are motivated by their desire to avoid pain and gain pleasure. It's two forces, and when you construct a presentation, you will use both forces. Right now, we're in the pain part.

Here's what Tony also says:

"The majority of people will do more to avoid pain than they will do to gain pleasure."

So, we need to focus on what their problems are, what their frustrations are, and what's making them angry.

Another question that you need to answer is this:

Who do they consider to be their enemy?

You see, most people don't want to admit that their problems and frustrations are caused by themselves.

We're all like that on some level.

So, who do they consider their enemy?

Returning to the example of taxes, the enemy was the government. If I were selling a marketing program to financial advisors, the enemy could be the home office, which was providing inept marketing materials that don't work.

So, who do they think is the enemy? Because in your presentation, you will use this information to your advantage.

Okay. Now, we've answered questions about pain. Now let's talk about things that they want. I will ask one more question here and then move on. The next question is:

What is the biggest problem that causes the most frustration for them that you can solve?

You may want to list three, but what would it be if you could narrow it down to one?

Again, this is all about things that you can influence.

Now, let's move on to what they desire. Truly, suppose you answer this single question, and you can answer it with clarity. In that case, it will make everything else you're going to do – crafting the presentation, delivering it, everything you're going to do – much easier.

Here is the question.

What do they secretly, privately desire most?

Going back to the magician's example, I told you that they secretly, privately desired, wanted to show all those people who told them that they couldn't do it, that it wasn't practical, that they should get a real job... that those people were wrong!

The keywords here are "secretly" and "privately."

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This goes beyond the surface level. We do much work helping train lawyers, and what many a lawyer secretly and privately desires most is respect. Respect and feel that they truly are making a difference in the world.

Now, that's not how lawyers are portrayed, with all the jokes and stuff, but the reality is, lawyers get into the business, most of them – at least the ones we're dealing with – to help people.

So yes, certainly they want more clients. Yes, certainly they want more free time. Surface level. It's important, but still just surface-level. But they want respect and the desire to impact people's lives.

Deeper level.

So, what do they secretly, privately desire most?

Then, a second question to help you key in on this is the following. Please become your audience member and answer this question.

Your prospect, your audience member, is saying this to you.

If I could just _____

What are the members of your audience saying? What are they filling in the blank with, as it relates to what you are selling?

For the congregation member hearing a preacher, it could be, "If I could just have peace and love in my heart. If I could just know for certainty that I was going to Heaven."

For the potential voter listening to a politician, "If I could just provide for my family and save for my retirement and live a comfortable life, without the burden of excessive taxation."

When you're speaking to the lawyer, "If I could just have enough clients and free time, and make an impact on people's lives, and become a respected member of my community."

What is your audience member saying to you? How would they answer that question if they were your best friend and trusted you implicitly?

If I could just blank, what is it?

Make Sure to Answer These Questions on A Deep, Emotional Level

You must refrain from doing this exercise and answering these questions on an intellectual level. Psychic Selling is about getting inside your audience's minds and hearts, and you can't do this in an analytical, cold way.

It would help if you felt it. It would help if you felt your audience member's frustration. It would help if you felt their pain. You need to feel it, not on an intellectual level, but feel it inside your body because if you can ingrain this. You can feel it; it adds a level and depth to the creation of your presentation and speech but also the delivery of it.

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Selling is a transference of emotion. I'm going to say that over and over and repeatedly.

Later in this program, we will talk about how you can take that emotional energy and project it out into each audience member – into the audience. But to project it, you've got to feel it, and it starts here.

It starts here.

Quite frankly, it starts with really caring. Do you care enough about your audience and prospects to do this work?

Do you believe that what you're selling will have a great impact on them somehow?

If not, either return to this program or find something you can be passionate about getting up there and speaking about and about Selling. Because if you're not, if you don't care if you're using this just as a manipulation tool, then you're nothing more than a con man.

This program's techniques are too powerful to be put in the hands of con men because Psychic Selling is about really getting into the minds and the hearts, penetrating the minds, the psyches, and the hearts of your prospects. You should only be doing that if you care.

So those are the questions you need to answer and think about at the very beginning before you start structuring your presentation.

CHAPTER 2

Creating the Offer: They Can't Refuse

Let's go over a few steps you must take to create an offer that is impossible to refuse. A big mistake that speakers make is they create their entire presentation, and then, in the end, almost as an "Uh oh, I better do this," they tack on some type of offer.

That is precisely the OPPOSITE of what you want to do.

You want to Create Your Offer FIRST... and then build the presentation backward around that offer!

Now, this section is not about creating your entire presentation. It's just about creating your offer, but it starts here.

Let's take a step back from that. It starts with really knowing your prospect on a deep level, creating that audience member avatar that we did previously because you can only create the offer once you know what your prospect, your audience member, wants.

Let's Define the Term: "Offer"

Let me define an offer before we get into the actual steps.

An offer is what you want your prospect to do, what you're moving them to do after your presentation.

So, it could be going to the back of the room to buy a product. The product sold there would be the offer.

If you are in politics, it could be getting people to go and vote for you on a certain date.

That is the offer. The offer is what you will do for them if they vote for you.

If you are in the clergy and doing an altar call at the end of your presentation, your offer is, well, quite frankly, eternal salvation. It's a good offer.

That's the offer, but it needs to be crafted in a very specific way, and that's what we're going to talk about here. But again, when creating your presentation, you start with your offer, and everything else is built around the offer.

Questions To Answer When Creating Your Offer

The first question is this:

What outcome or transformation will someone experience after buying your product, service, program, movement, or whatever?

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When talking about their offer, most speakers focus on the tangible features of what their audience members will receive. So, if I'm selling an online course, I might say the product consists of a manual with 160 pages, six videos, and a coaching call certificate.

To move your audience, sell your audience, and get them to act, you need to talk about the outcome, the transformation, and the promise of salvation they will receive on a much deeper level.

And I use those words – the promise of salvation – very specifically.

It doesn't mean you are just selling people into your movement or religion. **The promise of salvation is what you are going to provide for them.**

Let's consider an estate planning attorney. Well, the offer in this case is NOT:

"Come in for a 45-minute appointment, and you'll get a copy of my book when you come in!"

No. That's not the offer.

That's part of it, and you've got to talk about that, but that's merely a feature.

The offer, the promise of salvation, is this instead:

"You are going to have your financial house in order, and your loved ones are going to be protected, and you are going to feel good, and your stress will be relieved because you know that you've taken care of everything that you can take care of."

And this brings up a very important point...

Your offer must be based upon the transformation or the outcome your audience member will experience. And this applies even if you sell what they buy for someone else.

Let me explain this because it is an important distinction.

Everyone has their self-interests at heart, whether they want to admit it. There is an infomercial on TV about changing your child's behavior. If you've got a problem child, you get this program, and it will change your child's behavior and make them into a model child.

Well, almost the entire infomercial is not really about the child. It's really about the parents' benefit from **not having a brat.**

You Must Appeal to the Self-Interest of Your Audience Members

You must appeal to the self-interest of your audience members and talk about what that transformation will be and what that ultimate salvation will be.

So, if you're a politician, "If you vote for me, here's what I'm promising to try to do," "Here is how your life is going to be different," "Here is how you are going to be impacted."

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One of the biggest mistakes politicians make when talking about, for example, the national debt is that they never bring it down to the person, the voter. They never bring it down to that level.

"Okay, national debt, the future generations are going to be screwed. Yeah, okay.

I care about that, but you know what I care about more? Me.

How is this affecting me?"

What is the transformation that someone will experience after they buy your product, your service, or your idea?

You've got to nail this down, and it's got to be on a deep level.

So... how do you figure out what this is?

Well, you've answered all the questions earlier. You know what the person wants because of the avatar you created earlier. You know what they want. You've had them answer the question:

"If I could just _____."

That's going to be the transformation that you are selling. The transformation must solve a problem, alleviate fear, remove pain, eliminate frustration, and bring them to the promised land, whatever that land is for your audience member.

The next question is this:

What are all the benefits of your product, program, service, idea, or movement?

Benefits are what your prospect experiences by owning your product and your service, joining your movement, subscribing to your ideas, and following you. It's what they get.

So, on a fundamental level, if I'm selling an online course with 6 video modules with handouts – those are all features. The benefit is what I will get from the information.

You want to focus on something other than the fact that there are six videos and PDFs.

You want to focus on what that is going to do once I read it, what's going to happen if I join your movement, what's going to happen to me, what are all the benefits I'm going to receive from doing what you tell me to do.

What are the features of the product, the program, or the service that you are selling?

So again, if I am a chiropractor and I'm doing a presentation before the local Chamber of Commerce, and I offer to come in for a free adjustment or a free spinal exam – not that that would be your offer, but let's just use that as an example – well, what are the features of this?

What is specifically going to happen? For example:

"Well, when you arrive, you'll be greeted by Sandy. Sandy is our receptionist – and you show a picture of Sandy – and Sandy will have you fill out this cool 16-question thing, which will have you delve deep into how chiropractic can help you.

Then, we will take you on a tour of our facility. Oh my gosh, our facility is unbelievable. We're going to give you a cup of espresso."

So, you're telling the person what the features are.

So again, you do have to tell your audience members what they will receive, but you want to spend very little time on it.

Some Useful "Rules of Thumb" When Going Through Features and Benefits

I'm going to give you some useful "rules of thumb" to use as you describe the features and benefits of what it is you offer.

Whenever you talk about a feature, you immediately follow it with a benefit.

You always want to include that emotional benefit after every feature you mention.

Keep Asking So What?

Another question you always want to ask when you're developing your offer (and when you're developing your presentation) is to imagine your prospect saying, "So what? Well, you get six online videos. So what?"

You've got to answer the question, "So what."

Use the phrase "Which means to you..."

Another question, another nice bridge that you can use – and we're going to be talking about bridges a little bit later, and transitions – but a nice little bridge that you can use is, "So, you get this online course, which means to you that..."

You can't use it every time you say it, but you might want to think about it in your mind. Always be answering the question, "Which means to you..."

Let me give you an example of this last one.

So, "You get this Deep Inner Game audio, which is one of the things that you received with this program. You received the Deep Inner Game audio. You can lie down, relax, put on some headphones, and have your mind automatically programmed for confidence and power on the platform whenever you get up to speak."

Do you see the difference between that and "You get this mp3"? I put in what it means to you. I put in the benefit after it.

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So, spend a little time on the feature, tell them what they get, and immediately follow it with the benefit.

All Benefits Must Lead to the Ultimate Transformation!

All the benefits should equal the ultimate transformation, the promise of salvation, and the outcome your audience member wants to receive.

These are not just benefits that are out there all over the place. They're logical, and they lead to the ultimate transformation. Make sure to distinguish a benefit from the ultimate transformation that someone will receive. They are two different things. The benefits added together equal the transformation.

Create a List of Objections

Why would someone NOT buy your product, program, service, or idea?

This is where you must write down all the objections. It would help if you did this.

Now, the reason that you're doing it in the offer development phase is because you need to know those objections and because you need to structure your offer so it handles those objections.

(We will discuss how you incorporate all the objections and answer all the objections during your presentation.)

What you don't want to do is have a whole section of objections.

Final Steps to Creating Your Offer

Let's wrap up creating the offer with a few more questions you need to answer. This next thing that you want an answer to be...

What is the price?

So, part of the offer is the price. How much is this going to cost me? In some cases, this may not be one where it is a monetary price, so right here, we're specifically talking about monetary. But there are also other prices. "If I follow this movement of yours, if I join your group, what will it cost me in terms of time, and what I have to give up?"

But here, we're specifically talking about a physical price, so I am selling this for \$4,997.

I'm selling you this package for \$20,000. It's free.

So, you do have to put that in there.

Let's say you're doing an event, a dinner presentation, a luncheon seminar, or something like that, and there is no price. Well, you've got to put that in there. You've got to let people know. So, what is the price?

The next question in framing your offer is:

What are the payment terms?

What are the payment terms?

Now, again, the payment terms can be actual dollar amounts. So, this is a \$20,000 package. If you take care of it in one investment, you save **\$2,000**, or you can make five payments of X. So, what are your payment terms?

If it's dollars, that's what it is.

It could also be payment terms in terms of time.

"Well, to join this secret society, to join this club, you will have to come to three meetings a week. You'll have to spend an hour at each of these meetings."

So again, those are the details and the payment terms.

The next one is important and that you need to answer is:

What Is Your Guarantee?

Now, if you're selling a product, you can have a 30-day guarantee. You can have a 60-day guarantee. You can have a year-long guarantee. You can have a double guarantee. There are several types to go over:

Double Guarantee

Let me give you an example of a double guarantee we've often used. A Double guarantee would be,

"You have 60 days to check out this program. At the end of 60 days, if you don't feel this program is right for you, for whatever reason – you don't like the color, you don't like the sound of my voice, it wasn't everything, and more than I said it would be – simply return it. We'll give you 100 percent of your money back.

But if you keep it for the past two months, I'll ride with you for another ten months.

That's right. One full year. At the end of one full year, if you can look me in the eye via e-mail and describe six strategies you implemented that didn't work for you, I will still give you 100 percent of your money back, even after one year."

That's an example of a double guarantee.

Plus, Guarantee

Another guarantee is the Plus Guarantee. The Plus Guarantee would be,

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"You come to the seminar. If, after the first day, you decide it isn't for you, we will not only refund all the money you paid to come to the seminar. We will give you up to \$500 in documented air travel."

The plus guarantee. They get more than what they paid.

Keep-The-Bonuses-Guarantee

Here's how you might word the Keep-the-Bonus guarantee.

"Get this program now. At the end of 60 days, if it's not for you, simply return it, and we'll give you all your money back, but you get to keep the five bonuses that I just explained as our gift to you."

So, there are different types of guarantees that you can make.

Now, if you're not selling a product, if you're selling an appointment – let's say you're a dentist and you're doing an event – in that case, your guarantee could be,

"You will be in my office within 10 minutes of your appointment. If not, your appointment is free."

If you're selling a consultation...

"I guarantee you within the first 10 minutes that you will get more than your money back. In fact, after 10 minutes, I'm going to stop. I will ask you, 'Do you feel that you've gotten full value from the consultation already?' I'll give you all your money back if you say no."

I'm not necessarily saying to use these exact guarantees. I'm showing you how to incorporate guarantees, regardless of whether you're selling a product or a service – because you always can't guarantee the outcome. You always can't guarantee the outcome, but there is always something that you can guarantee.

You can guarantee that you'll be prompt.

You can guarantee that the meeting will start on time.

You can guarantee that if someone calls you, they will receive a follow-up phone call within 48 hours.

There are things that you can guarantee.

So.... what is your guarantee?

A guarantee is important because you are **reversing the risk**.

In every transaction, there is a risk. You want to assume as much of the risk as possible because taking the risk on yourself frees up your audience members' minds to purchase if they have no risk.

Just do that. It would help if you used all the other strategies. We'll discuss how to move your audience to take the action you want, but this is one way to remove a barrier.

You Need to Remove the Barriers to Buying

There are many barriers – and we will be talking about different barriers throughout the program – that you need to remove, including the risk barrier.

It could be a loss of money.

It could be a loss of time.

It could be a loss of prestige.

It could be the loss of friends.

Whatever it is, you must try to remove that risk. So, what is the guarantee?

Next question:

Why Should Someone Act Now?

By "now," I mean immediately.

Right now. Why should someone buy right now?

When you're presenting on the platform in front of a live group of people, you need them to act now.

You can't let them think about it.

You've got to get them to move, and you've got to get them to move immediately because once they leave that room and they go home, you're done. Your opportunity has passed.

Later, we'll talk specifics about constructing the presentation and ways to move your audience and make them rush to the back of the room to have what you are selling.

(By the way, it's cool when you see this... when you see a line of people getting out of their seats, running to the back of the room, with order form in hand. It's powerful, and we will teach you how to do all of that.)

Now, that could be going to the back of the room with an order form, or it could be a metaphor:

Rushing to the polls to vote for you.

Rushing to sign up for a free consultation.

Rushing to the front of the church to be saved.

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Whatever it is, you've got to get them to act now. They go home, leave, forget about you, and you've missed an opportunity to impact someone's life. You've missed the opportunity.

As I said before, I'll say it again and again. Again, if you truly believe that you have something, whether it's an idea, a product, or a service, that can help someone, you have a moral obligation to do all you can, within ethical bounds, to get them to invest in that product, in that service, in that idea. It would help if you got them to invest and to move now.

So, ask yourself: "Why should someone do it NOW?"

We recently did a presentation where we sold an expensive product, and you got a free iPad as part of the product.

Well, if you were among the first 500 people to get it now. You get this special bonus if you order today within the next three minutes.

So ... how can you get someone to act immediately?

Summarize the Offer

The final piece to this puzzle is to write a summary of your offer in the first person as if the audience member were repeating it back to you.

"Yes, Dave, I want to learn how to speak and sell more effectively from a platform. I want to increase my conversion rates and impact more people's lives. That's why I want to come to your three-day Presentation Mastery workshop. I understand that I get..."

You get the idea.

Now, why are you doing that?

Well, two reasons.

One is to help you create an order form, and we'll discuss order forms later.

But even if you don't use a physical order form, you are now getting deeper into your prospect's mind.

Your prospect is now talking to you.

You're putting yourself in your prospect's shoes.

And remember, when you write a summary of the offer in first person, you're talking about and focusing on that critical question: What is the outcome or transformation that person will experience from going to your product, service, or program?

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Just as some little details in advance that you might want to consider incorporating, specifically if you are selling a physical product, but even if you are selling an appointment or a consultation, give it a value.

So, you're adding up the value of everything you're offering to create a huge value.

And we'll talk about pricing later and the actual close – remember, this isn't the close yet – this is the offer. The close differs from the offer, but they are tied together.

You need to state what the offer is before you close the sale.

We'll understand why giving each of these things a value is important.

So that is how you create your offer, and remember, always create your offer before you start designing the rest of your presentation.

CHAPTER 3

The Power Of Story

Let's discuss the power of integrating a story into your presentation on two levels.

The first level we're talking about is telling **your** story. We'll review why that is critical to your success when you're on stage, on TV, and presenting before a group.

The second part we will discuss is just telling general stories in your presentation.

Why Storytelling Is Mission-Critical

Storytelling is important when doing a speaking presentation, regardless of what you're selling. As children, most of our parents sat next to us or lay in bed with us, read our books, and said, "Let me tell you a story."

And that is a trigger. That has been anchored in. When someone says, "Let me tell you a story," or tells a story, you are changing your consciousness a little bit. It is almost like a light-wicking hypnosis because you enter a different state. After all, that is how we have been trained.

And for most of us, that is a very pleasurable experience.

I remember every night getting in bed with my daughter and my son and reading them stories and how much they looked forward to that. So, stories again bring us back to a younger time in our life, and we have that anchor in us that makes us sit up and listen if the story is good. And we'll talk about how to make the story powerful, how to make it good, and how to make it engaging.

It's also very important because it is a great teaching tool.

It becomes more engaging when you tell a story and create visual pictures in your audience's minds.

People tend to remember the story and, therefore, remember the lesson that is attached to the story.

People Want to Be Entertained.

I always ask this question. Who gets paid more – a teacher or an entertainer? The answer is that an entertainer gets paid more, and most entertainers, actors, comedians, etc., are master storytellers.

So again, it is very, very important that you add the story element.

Using a story is important for four reasons:

1. A good story helps create visual pictures in the minds of your audience.
2. A good story helps carry your message along and provides a structure.

3. A good story engages the audience and maintains their interest.
4. A good story entertains, which you need in your presentation.

How to Tell Your Story

It would help if you told your story every time you do a full sales presentation.

And remember, when I say sales presentation, I'm not necessarily talking about selling a physical product. However, you most certainly could sell a physical product. But I'm talking about whether you're selling your ideas, whether you're selling a service. It would help if you told your story.

You should be able to tailor it to the constraints of your presentation. So, if you're only doing a ten-minute podcast, you won't tell your full story because your full story could take up the entire ten minutes. But it would help if you told your story, whether you tell it quickly or whether you tell it in full.

Nevertheless, in most cases, you want to tell your story fully as long as it's engaging. And I will teach you exactly how to do that – and tell your story effectively –because this is how people will learn exactly who you are so they can identify with you.

People Want to Know YOU!

Always remember this.

Whenever you're selling anything, **people like to buy from people they know** - whether buying a service, product, or idea. People like to buy from people whom they feel that they know on a deep level. They like to buy from friends. They like to buy from people they trust; that happens when you reveal yourself in your story.

So... when you tell your story, you do not tell the good parts; you need to tell the parts that are not so good so people can identify with you.

You can't portray yourself as being this flawless superhero. People can't identify with you if you're a flawless superhero with no faults.

This is a tricky area because you must present yourself as having superpowers. (What are your magical powers? An important question you should ask yourself and be prepared to answer.) It would help if you also talked about that, but you must also show that you're human.

If we go to actual superheroes, we will notice they all have a fatal flaw. There's always something – some kind of chink in their armor.

Take Superman, for example.... Kryptonite had to be invented for Superman because he had no flaws. If Superman was so powerful, no one could identify with him.

So again, by telling your story, people can identify with you.

Again, my mentor, Dan Kennedy, mentions many things when he tells his story.

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That he was in Amway and his experiences there. He said he used to be a stutterer and overcame that. Even that he used to be an alcoholic... and he'd tell all these stories, several of which could be considered damaging admissions. But he laid them all out for you.

Why?

Because people can identify with other flawed human beings, they can identify with those things even if they don't have those problems. They know someone who does, and you're also opening yourself up to the audience.

And when you open yourself up to the audience, when you open your heart and tell the truth about who you are, it becomes very compelling. You become magnetic and trustworthy. And to persuade, influence, and sell, you must become number one, magnetic, and number two, trustworthy.

So those are the reasons why you need to tell your story. So, let's talk about the key elements you must have in your story.

The Four-Part Story Arc.

You want to think of your story as an arc. You want to tell what happened before you achieved success (i.e., Superman status) – how you were before, what caused you to seek out a transformation – and then what you did to make that transformation happen and the result.

And we're going to go over those four parts. Let me just give them to you one more time.

1. Where were you before?
2. What caused you to decide that you needed to make a change?
3. What did you do to make that change?
4. What were the results of acting?

So, it's a before-and-after story told over a four-part arc.

Part 1: Before

So, let's take the first part – the BEFORE part of your story.

The BEFORE part is critically important to your story, and most speakers get this wrong by skipping it. They want to tell of their great successes after the Transformation. They want to brag about all the good stuff that they've done.

So, a politician will brag about his record.

For example, a professional speaker selling a product on marketing will talk about how much money he has because he's such a great marketer.

A preacher will talk about how he is at peace with God and has a personal relationship with God.

All of that's important, and you must talk about that. But before you talk about that, you need to talk about the times when things were not good. When you were a sinner... when you were struggling... when things were not going well for you.

Why?

Many people in the audience are either at that place in their life, recently at that place, or they remember when they were there.

There are very few people who have not struggled at some point. So, you need to focus on and spend most of your time on the BEFORE story to get people to identify with you.

Part 2: Decision

So, it's at this point that I have just told my before story, how things were, and now I've gotten to the point in the story where I had to seek a transformation. This is the Point of Conflict – the DECIDE point – in the story.

In all good storytelling, there's conflict throughout. And in each segment, there's conflict.

But now we're on to the ultimate point of conflict: ...

This is where I had to make this DECISION about whether I was going to get a regular job, which meant death, or **finally have the guts to do what I wanted to do.**

Let's talk about the persuasive element of that one section – specifically, that one sentence.

Suppose I was speaking before a group of people who want to turn their passion into profits but have yet to do so by talking about myself. In that case, I'm giving them an indirect command. I'm planting in their mind that number one, working for someone else, is death, which is what they believe, let's say, would not be in this audience. Number two, I'm challenging them without directly challenging them by telling them that I had to decide whether I would have the guts to go ahead and do what I wanted – what I had a passion to do.

So again, I'm not pointing at the audience and saying, "Do you have the guts?" No, I'm telling my story, and they relate to my story. It gets into their subconscious mind.

You might be thinking, "Well, wait a minute, Dave. I'm a lawyer, butcher, baker, and candlestick maker who speaks. I'm not speaking before a group of entrepreneurs or would-be business owners."

That's not the point.

Let's say you're a lawyer, and you're talking about why you became a lawyer. You tell the entire story. And then you tell the story of your struggle because you didn't want to practice law like all the other lawyers were practicing law. You wanted to have a deep relationship with your clients, and you needed to find a way to make that connection for that because that's the reason you became a lawyer.

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It's the same thing. It's the same thing. You got the conflict. You're telling the story in a way that benefits the audience. You're not just sitting there telling the story about yourself, even with this lawyer example I just gave you.

Suppose you're a financial advisor; it's the same thing. Suppose you're a politician, the same thing. Suppose you're the CEO of a company; it's the same thing. It would help if you told your before story – why you were seeking the change – up to that one point where you decided that you had to decide – the conflict point.

So again, it's so important that you – I'm telling you my story to illustrate it, but don't get caught up by saying, "Hey, my business is different. This doesn't apply to what I'm doing."

This applies if you're speaking in front of a group of people, whether three people or three thousand people.

(And just as a quick aside, unsuccessful people always look for reasons why something they're learning does not apply. Successful people seek ways to apply their learning to their situation.)

Part 3: Action

This is where you talk about the decision to change and your actions.

In my story, I talk about buying a marketing program I didn't think I could afford and immediately what I learned.

You could have created a new business way to benefit your clients.

What did you decide to do that led to...

Part 4: Transformation

I then talk about Transformation.

I got the product. I started implementing it, and my life changed.

I went from doing three magic shows a month to averaging 25 magic shows a month in less than 90 days. In my fourth month, I did 45 shows. In a year, I had paid off all my debt, bought a new house, bought a new car, and, most importantly, my wife quit her both jobs – quit both of her jobs and became a stay-at-home mom.

Now, I'm on the other side of the arc in the story. Remember, I started low. I reached a point where I needed to decide. I made that decision, and now I talk about the Transformation. And now I talk about the success that I've had or how I'm different – how I'm different now than I was before.

It is a classic before-and-after story. But I spend most of my time on the struggle, on the pain part of my story, on how things weren't the way I wanted them to be.

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So again, if you're a lawyer, a financial advisor, a chiropractor, or a politician, you don't necessarily have to tell a story about pain, about how things you weren't successful. You could be talking about how you didn't like how most people in your industry were doing things, and you wanted a better way, and you needed to find this better way. And this is what makes you unique.

"Here's what I did to change, and I made it. Here's how I am different now, and because I am different now, this is how it will benefit you."

So, the elements of the story are very, very important.

You talk more about the pain of before.

You talk about the point of transition you needed – the thing that made you go over the edge and decide that enough is enough. That you decided to make the changes that you needed to make.

Then, you talk about what you did – that action you took to transform.

Then, you talk about the result of that transformation.

And you spend less time on all the great things and more time on the struggle. Because that is what people are going to relate to.

Those are the key elements of the story. That's a very simple story structure – the before, the conflict that caused you to change, what you did to change, and then the result of that change.

Weave Stories Throughout Your Presentation

As you build your presentation, you'll want to weave these kinds of 4-part stories with the same basic structure throughout your presentation.

We typically recommend making up to three to five points in your presentation. Let's say you've got three major points you're trying to make. To illustrate those points, you tell a story that illustrates the point.

So, suppose you're telling the story about one of the things we talk about. In that case, it is how you need to develop the unique selling proposition in marketing – the USP- and you talk about why that is so powerful.

And then you tell the story about Domino's Pizza and how fresh 3tes or less was guaranteed when they developed the USP when they developed the USP, and how that changed everything.

Again, it would help to weave a story whenever you make a key point.

Why?

It makes it entertaining for the audience. It engages them and helps them remember the point you're trying to make.

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Storytelling is mission-critical to be persuasive when speaking before a group of people. So, start writing those stories as soon as you can.

CHAPTER 4

The Persuasive Power Open Loops

We've talked about the importance of storytelling, and I want to get into a couple of details that you need to have in each of your presentations if you are going to move the audience again.

And we're going to be talking about something called creating **Hooks** and **Open Loops** in your presentation.

This is important because your subconscious mind automatically loves to create patterns and solve puzzles and is looking for resolution and clarity.

So, there's kind of a tension that happens inside your body and your mind if these loops, if these hooks are not satisfied, and when there's no resolution. You will use these hooks and open loops to create this tension.

And the only way that the tension can be relieved is **by the audience buying your products, buying your service, buying your idea, or joining your movement.**

So, one of the wrong ways to create a presentation is just to talk, talk, talk, talk, talk, talk, talk, and then create a close at the end. The correct way to create a presentation is to start with what you are selling, start with your offer, and work backward. As you work backward, you will create these hooks and open loops, which are tied completely into your offer at the end.

Using Open Loops in Your Stories

An Open Loop is information that is implied that the person needs. It is a non-resolution of something that they need.

So, for example, in a presentation, I teach something called "Creating Your Unique Selling Proposition or Creating Your USP."

And I will describe in detail why you need a unique selling proposition. I discuss how your unique selling proposition answers Dan Kennedy's question: "Why should I do business with you as opposed to doing business with anyone else in your category or not doing business at all?"

I give examples of unique selling propositions, for example:

"Fresh hot pizzas delivered in 30 minutes or less guaranteed."

I talk about how another USP built a billion-dollar business:

"When it absolutely, positively has to be there overnight."

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And that's also a compliance method we discussed in a previous section. Because if I ask the audience, "Whose USP is this when it absolutely and positively has to be there overnight?" Everyone says that's Federal Express. If I say, "Fresh hot pizza delivery in 30 minutes or less guaranteed?" The audience says Dominoes.

Again, all these techniques are all tied together. That's the reason we're putting this program in a specific order.

So, what I have done is create the need for a USP. I have yet to tell the audience how to do or help them create the USP. So, in their mind, they are thinking: "Hey, I need to create this USP, but I don't know how to do it."

This creates an open loop in their minds. They know that they need to do it, but they don't know how to do it. Later, when I am going through the close and giving them the offer, I tell them:

In one of the videos, there is a unique selling proposition workshop, and you get fill-in-the-blank worksheets that you can go through; within 20 minutes, you will have your killer USP!

You see, what I have done is I've set up the need for creating the USP, not told them how to create the USP, and then later told them that hey, this is how you can do it. If you get this product, you will be able to do it.

And so the only way that they can close the loop is by getting the product.

Here's another example of planting an Open Loop.

We used to do small two-day workshops to teach people how to create their *lead generation magnet*. A lead generation magnet is a book or information someone's prospect wants. It gets the salesperson's prospects to raise their hand and say, "Hey, I'm interested!" and request this lead generation magnet. It was a great way to generate leads.

During this workshop, we would review the procedures to create marketing materials for the lead-generation magnet. We would then talk about one of the best lead generation magnets, a recorded session where you have someone professionally interview you and then turn that into a webinar, and that's your lead generation magnet.

So, people would come to the workshop and begin creating all the marketing materials for their lead generation magnet. They would think through what their lead generation magnet was going to be. They would start creating materials and, in many cases, finish many of the materials.

But what was the open loop?

Well, the open loop was: "Hey, wait a minute.... I don't know how to create the lead magnet because Dave has just told me that the best way to create it is by being professionally interviewed."

(Which is true. Everything you say in your presentation should be based on truth and not just to progress the sale. It must be based on truth, or you are a con man.)

Then, throughout the weekend, I would make subtle and not-so-subtle mentions of clients I have done this for. I would use the clients as examples of different lead-generation magnets.

So, what is the open loop that I created? Well, I created several open loops.

They need a lead generation magnet.

The best lead generation magnet is a webinar.

The best lead generation webinar is a recorded interview.

At the end of the first day of this two-day seminar, we would then go up and sell a \$15,000 to \$20,000 package, and guess what part of it included?

That's right, I interviewed them.

The only way for them to close the loop and the easiest way possible is by going ahead and investing **\$15,000-\$20,000** in this package where this was included.

Create the need, and then the only way they can fulfill this need is by investing in your product, your service, your idea, or joining your movement.

Notice that I am not explicitly telling them that they need to hire me to get this done. That would not be nearly as powerful.

I am making them create this in their minds, having them come to that conclusion by things I have done during the presentation.

This is so powerful that when we used to do this, we used to have maybe 18 or 20 people in the room, and 10 of the people would invest in the **\$15,000-\$20,000** package. Now you can do the math; that's a \$200,000 weekend.

And I use everything I am teaching you, holding nothing back here. I am giving it all to you.

So, that is creating the open loop.

Creating Hooks

Now let's talk about the next thing, which is a **HOOK**.

A hook is when you tell someone specifically what they need. It's not implied; you tell them exactly what they need.

So, for example, when we used to teach a copywriting seminar, we would tell people that one of the things that they needed was a swipe file. A swipe file is a collection of proven ads, proven marketing materials, and sales letters you can refer to when creating your marketing materials. It makes creating your marketing materials much easier because you've got something to start with and something you can model.

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And so, we would say: "If you are writing copy, you need to have a swipe file. Your swipe file should include this; here is everything in it. It would help if you had a headline, a section with headlines. It would help if you had a section that has offers in it. You should have this; you should have that.

Here are all the different elements that you need."

We told them explicitly that they needed this tool to write good copy. So, that is a hook that I have placed during the presentation.

When I get to the close, guess what is part of the offer? That's right.

What's part of the offer is the swipe file.

The difference between an open loop and a hook is whether I am telling them explicitly that they need something or whether I am making them create that in their mind.

So, with an open loop, I am not explicitly telling them they need to hire me. I am not telling them explicitly they need a USP workshop to create their USP. I am letting them come to that conclusion in their mind.

Another huge example of a hook was again in a presentation I did. It's a presentation where we did \$770,000 and 37 minutes. The whole presentation was based on hooks.

Now, this was an advanced, very sophisticated presentation that we did where it was a 37-minute close.

And the reasons for that are not important right now, but it was a 37-minute close – so everything was a hook.

We had 12 products that we were selling in a bundled package. And so, the entire presentation was based around the core idea: "If you want to double or triple your income in the next 12 months, here is exactly what you need."

That was the presentation's core idea, and all the hooks arose to fulfill that idea. So, we told them:

It would help if you learned to become more productive. By becoming more productive, you can get more done in a day than most people get done in a week. How would that have an impact on your business? Another question you are probably asking is, Dave, how do I do that? Well, I am so glad you asked because if you owned the Extreme Productivity Blueprint, you would learn how to do this.

Okay, so now you become extremely productive. What's the next thing you need to do to double or triple your income? Well, the next thing you need to do is have a great online presence. That means you need a great website, landing page, and follow-up system. Right?

Hey, Dave, how the heck do I do that?

DAVE DEE

I am so glad you asked because if you had the Online Marketing Blueprint, you would learn XYZ.

Here, I am telling them specifically what they need and the products they need to achieve what they want. I am telling them again why it's important and how to achieve it. But I need to tell them the details of how to achieve it. I'm saying that getting these products is the way to achieve it.

And so, the products were put out onto the stage, onto a table, so they saw the products one after the other. So, I created a bunch of hooks, and we created 12. And then, at the end, we discussed this package where they could get them all on an iPad.

Now let me tell you what we did in this presentation.

Also, in this presentation, we did an open loop... because I told my story at the beginning of the presentation.

Remember, in the last section, we talked about how you must spend much time telling your story on the pain aspects, the before aspects of your story, and less time on the transformation aspects. More time on the pain, less time on the transformation.

Well, I started by telling my pain story...

I was a magician and only did three shows a month. I was struggling. My wife was working both jobs. I was \$80,000 in debt. I was about to quit; I was about to close the door on my business and on my dreams.

Then I went to the seminar, and I saw this person, a guy by the name of Dan Kennedy, selling a product called Magnetic Marketing. I knew this was my answer, but I did not think I could afford it. But I knew that to be successful; I needed to do what successful people did and invest in myself and my education.

Now, what did I just do right there? I created a ton of open loops. In the last section, we talked about storytelling and how you got to get people to relate to you and relate to the pain of your story. So, I did that.

But I also sat in on the conversation inside their mind. I created that open loop: "I couldn't afford it, but I went ahead and did it anyway, and this is what happened to me because of it."

So, what is the thing that I planted inside their head?

I have answered a huge objection that I knew that people were going to have because this was not an inexpensive product; the huge objection that people would have would be them thinking, "Hey, I can't afford it!"

But I have done it subtly by planting in their heads that successful people invest in themselves. That's what I did, and here is what happened to me.

So now, the person thinks: "For me to be successful, I need to get the right tools."

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But the real open loop was my use of the Magnetic Marketing product. I talked about how I got Magnetic Marketing, and even though I couldn't afford it, I bought it anyway. Then, I went from doing three shows a month to averaging 30 shows a month in less than 90 days. I talked about how I paid off my entire debt and how my wife quit both jobs because of this Magnetic Marketing product.

So, what open loop did I set up at the beginning of my presentation?

The open loop I set up at the beginning of my presentation is that the audience members need Magnetic Marketing!

So, when I got to the close, guess what? One of the big bonuses people would get if they invested in all 12 products. Right.

They would get Magnetic Marketing as a free bonus.

Again – I had set up the open loop, the need for something (i.e., Magnetic Marketing) earlier in the presentation. I did not explicitly tell them that they needed to buy Magnetic Marketing. Still, I planted in their head that this was a key element to my success.

So, we had the open loop set at the beginning and all the hooks set throughout the presentation.

Then we got to the close, and everything came together. And people rushed to the back of the room to buy a \$3700 product.

The RUSH to the back of the room would only have happened by setting the hooks and open loops.

Another important open loop we created during this presentation is the need for an iPad because all these courses will be delivered on an iPad. Having them there is GREAT... you don't have to be schlepping around 12 courses, and unless you have ready access and use them, they're not helping to put money in your pocket. With the iPad, it makes it easy and convenient.

So, we set up the need for an iPad and gave it away as a bonus. (The product was \$10,000.)

To reiterate:

An **open loop** is where you create a need in the mind of your audience members without explicitly telling them what they need.

A **hook** is explicitly telling someone they need a certain tool.

People often say well, which is better, hooks or open loops? It's not a matter of better; it is a matter of using all of them and putting them all into your presentation.

Now, the question you probably should be asking is:

Deliver Useful But Incomplete Information

There's one other thing I want to talk about before we close out this section. It's an important one that ties in directly with hooks and open loops.

When presenting, you want to **tell your audience *what to do, not how to do it.***

And the way they learn how to do it, the way that they get the results, the way that they get the outcome, the way that they get the transformation is...

... by buying your products, buying your service, buying your idea, or joining your movement!

So, going back to the example of the unique selling proposition, I tell a person this is what you need. I don't tell them how to do it. When selling a marketing program, I say, "You need a three-step letter sequence. Here is why the three-step letter sequence is important. It creates an open loop."

I need to learn how to create a three-step letter sequence. But later, during the close, I reveal... "Oh, guess what. We give you templates when you buy this product."

The other thing is to give them **a complete, detailed strategy.**

You are saying wait a minute, that's contradictory. You just said don't tell them how to do it. Not exactly.

For example, I created a presentation for an attorney who sold \$117,000 worth of her product to other attorneys in under 67 minutes. And all these techniques were in the script that I created for her.

So, we would say.

There are seven things, seven psychological triggers, and seven subconscious triggers, that I use in my office to get my clients, my prospects when they come into my office to feel comfortable and feel like they can trust me so that they feel like I am credible, that I have authority, that I have celebrity. There are seven psychological things that I do. We only have time to review some of them, but let me tell you about three.

We did have her go over three things in detail that someone could take and use immediately, so we were giving real value. But what open loop did I create? I said that there are seven things. We are going to go over three of them. So, guess what your mind is wondering right now? What are the other four things? I've got to know the other four things.

Again, that's the power of incomplete information... the power of an incomplete puzzle. The mind wants to put the puzzle pieces together. I want to know what the other four cool things are.

So, guess what happens during the close?

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She said, “And on video number six, we'll take you on a tour of my office. I'm going to show you step-by-step all seven of the psychological things that I do to get the client to trust me, to consider me an authority, to consider me a celebrity, to make them believe that I am a true expert and that they should be doing business with me.

The prospect can only close the loop by getting this video, part of the entire package.

You might think, "Wait a minute, Dave, you're not teaching anything. You are just up there pitching."

That's not true.

It's not true because if someone doesn't know what they don't know, telling them what they don't know is teaching them. Telling them what they don't know is teaching them.

If you don't know that you need these seven psychological triggers in your office, that is information. That is real information if you need to know that you need a three-step letter sequence.

And here is – I will close this section with this important point.

If you truly believe in them, you must sell your products, services, ideas, and movements. There is no way you can have a life-changing impact on someone in a one-hour, two-hour, or three-hour presentation. It is impossible.

Yes, sure, you can get them pumped up. Yes, you can get them excited... but here is the thing. If they leave without your tool... if they leave without joining your movement... if they leave without making an appointment with you... there will be no transformation, and you have failed them.

Give them good information.

Give it in an entertaining way when you speak. Create the need for what you have. Create the desire for what you have and **then do everything you can to sell it** because that is how you will truly impact people with your presentation.

CHAPTER 5

How To Handle Objections

We'll discuss destroying objections and creating the buying desire through verbal and non-verbal influence strategies.

An unprofessional platform salesperson generally does one of two things.

The unprofessional hopes and prays that the audience, the buyers, or potential buyers do not think of certain objections, especially when the objections are legitimate. So, the unprofessional person thinks: "Well, I just hope the person doesn't come up with this objection!" And because of that, they lose many sales simply because audience members, of course, DO come up with the objections.

The second unprofessional technique is to respond to all the objections in ONE section of your presentation. I've seen speakers do this... address them all in one section, address all of them head-on, and don't use any sophisticated techniques you're about to learn here.

You must list and overcome **each objection your audience members will have for not proceeding with what you want them to do.** Whether that call to action is to buy your product, to make an appointment with you, to vote for you, to listen to your presentation...whatever it is you want them to do.

Create an Objection Sheet

So, one of the first things you do when constructing your presentation is create an objection sheet. It would help to write down every objection your audience member will have for not moving forward with what you want them to do.

So, for example, if you were selling something from the stage, an objection in most cases, no matter what the price of your product is, is **that it costs too much**. It costs too much. So that's a standard objection that most people are going to have.

Another objection is **that it's too complicated**.

Another objection is that maybe **I don't have the time**.

Another objection might be **that I don't believe this will work**.

Another objection is **that I believe what you're selling works and will work for some people, but it's probably not work for me**.

I will get back to that one because that is important.

An objection that almost everyone who speaks will have been **I'm going to wait. I don't have to get it now. I don't have to act right now. I can wait. I want to think about it**.

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Remember, when you're speaking before a group of people, the audience members can't voice their objections.

(Hopefully, they don't voice their objections. Hopefully, they're not yelling things out in the audience while you present. Yikes!) That would not be good.

But the reality is they are THINKING the objections.

What this means to you is that you must answer all your audience members' objections during your presentation.

So, write down everything that you can think of for your audience. I just gave you a list of standard objections that most people will encounter, but you need to think through all of them and what they are for the thing you're selling, be it a product, service, or idea. So, you create an objection sheet.

Countering the "It Won't Work for *Me*" Objection

Now, I just want to go back to a key objection that I mentioned earlier, which is:

"I believe that what you're selling works. I believe you. I believe that it has worked for other people. But I don't believe it will work for me, or I can't do that."

Most people don't focus on that key objection. Almost all people who sell from the platform are focused on proving that their product works, that their service works, and that if someone follows their idea, they'll get the desired result. And they use much social proof in the form of testimonials, and things of that nature, to prove that what they're selling works...

But they're missing a key thing...

You see, you can teach – you can convince someone that your system, that your idea, that your product, that your service works – yet they may still not act because they don't have the belief in themselves that it will work for them or that they can do it.

It comes down to the lack of confidence in themselves... and you must answer that in the context of your presentation.

So, how do you answer that objection in the context of your presentation?

Well, of course, it depends on what you're selling. But one of the ways you can do it is by using testimonials showing how people like them got the results you promised. You can use case studies, where you're going through and showing how different people got the desired results in different circumstances.

In both these cases, the person can connect with someone else who is like them.

So, a great testimonial that you could use during your presentation is someone who would say:

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"You know, I didn't believe this thing would work for me because I tried so many things in the past, and geez, they just never worked for me. But this is the first thing that I got that worked."

By doing that, you are answering the objection indirectly. So that person sitting in the audience who says: "You know, I bought a bunch of these things before, they haven't worked for me!" ... that person sees that testimonial and that someone just like them got the results.

The next thing is that you can answer that objection in the context of your story. You could say something like this:

So, I tried all these things before. None of them worked for me. I was getting frustrated, and I wondered if it was just me. How come this didn't work for me, and it worked for everybody else? But I found out the secret to making it work.

So now the audience member is identifying with you through your story.

The third way to handle this objection, or quite frankly, any of the objections, is direct.

You simply state:

Some of you might be thinking, you know what? I tried things like this before, but they have yet to work. You may wonder if this will be another one of those things.

Handling of Objections Inside Your Presentation

So, there are three core ways in which you can handle objections:

Using testimonials, which could be literal testimonials, where you're showing a video of someone discussing overcoming an objection that an audience member might have.

Using stories, either your story or the story of someone else.

The third way is direct – addressing the objection head-on.

Now, you might be thinking:

"Wait a minute, you just said don't use direct."

No, I didn't say I don't use direct.

I said before that you don't want to use all direct, and you want to avoid having them all clumped together in the same spot.

So, you don't want to say: "Okay, now we're getting to the objection phase of the presentation.

Here are the common objections that people must go ahead."

That's not how you do it – and as I mentioned earlier, I've seen it done exactly that way.

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Instead... you want to **weave all your objection responses throughout your presentation.**

What we do every single time we create a presentation, either for ourselves or for a client, is we first create the presentation, and then we go through and make sure that each one of these objections is covered somehow, either with a story, with a testimonial or directly in the context of the presentation.

As we design the presentation, one of the first things we do is create this objection sheet – and it's extremely valuable. Because then, when you're creating the presentation (it's almost on a subconscious level), you will naturally incorporate and answer some of these if you know what they are ahead of time.

But it's very important that after you create your presentation, you go through your objection sheet and make sure that you have covered each one of the objections – either with a testimonial, with a story either about yourself or someone else, or directly.

Now, you might be wondering:

What happens if I bring up an objection my audience members wouldn't have considered?

That's fine because someone in the audience will be thinking of it. It's far better to handle it than to hope and pray that your audience member, someone in the audience, isn't thinking of it.

So again, when creating your presentation, you write down every possible objection someone might have to take the action you want them to take. Then, you directly answer that in the context of the presentation with a story or testimonial.

Using Testimonials To Overcome Objections

Just very quickly about testimonials...

When you're getting testimonials from people about the results they've gotten from following your idea, buying your product, and engaging you for the service you offer, you can get testimonials that answer those objections by asking for them.

So, a great one is: "You know, I was skeptical about this..." and then they go over their success. This is important because there will always be a portion of your audience that is skeptical, no matter how much proof you have.

So, suppose you get a happy client, a happy customer, a happy patient, a happy constituent, whatever it is, talking about how they were skeptical beforehand. Still, they're so glad they went ahead. In that case, that goes a long way to addressing that objection.

So, when getting testimonials, you can structure what the people say. It's easy, and in fact, it makes it easier for them. When you ask for a testimonial, and someone agrees, the typical response could well be: "What do you want me to say?"

What you say is: "Were you skeptical? Did you not think this was going to work for you?"

And so, you can kind of lead them so they're giving you testimonials that answer the objections that other members in your audience will have.

Using Hypnotic Language To Overcome Objections

Now, let's talk about using *Hypnotic Language Patterns* to help you overcome objections and bypass the conscious thoughts of your audience members.

Now, we've talked about hypnotic language patterns throughout the program so far, so one of the things we've talked about, just as a quick refresher, is the LY positive affirmation statements, using the words "**obviously**" or "**naturally**."

Let's say the objection here is: "**Hey, is this program going to work for me?**"

So, as you answer an objection, you can say, "**You know this program is not going to work unless you work the program.**"

You're handling that using "obviously" or "naturally," so the person must agree.

Another way would be: "Now, some of you might wonder if this program will work for me."

Claiming To Know

Let's analyze that little sentence because it included a powerful mind-reading technique called claiming to know.

It's a very powerful psychic sales technique and hypnotic language pattern. In this phrasing, I claim **to know** what the audience was thinking. Look at it again:

"So, some of you might be thinking, is this product going to work for me?"

It's a bit of cold reading in there, and the person thinks: "Yes, that is exactly what I'm thinking!"

Okay, so again, it's as if you know what your audience members think when you claim to know what they're thinking. Now, here's how you answer the objection:

"So, some of you might wonder, will this work for me?"

Well, the answer is yes, and maybe no, because if you don't work the program – if you just get it home and you put it on a shelf, obviously it's not going to work for you."

By using that, I've answered the objection. I've also built tension inside my prospect and audience members because they want to avoid being put in the camp of someone who is not a doer.

And so, what you've done is indirectly challenge them. Even though I'm not saying these exact words, they are implied -- *"If you're one of these people that's just going to go home and put it up on a shelf, then don't get it. Don't buy this. This is not going to work for you. It's not going to work for you."*

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So, you've put them in a tremendous internal bind because they don't want to be one of these people – they want to be thought of as one of those who take DO act.

So, they immediately discard that objection because they don't want to be put into the category of someone who doesn't act.

Takeaway Selling

I also used something in just that one sentence called **takeaway selling**.

Takeaway selling is when you tell people not to act. You explain why they shouldn't act or do what you tell them. It is so important that you do this, too, and it is so professional because when you tell them not to do something, they are more likely to do it if it's phrased properly.

So, what we do is we always talk about who this program is not for. (When we get to the structure of doing your presentation, one of the sections or chunks inside that structure is "who this is not for.")

In a recent presentation I did, where we sold \$770,000.00 worth of stuff in less than an hour, I said:

“This is not for you if you just want to meditate in the corner and hope that money magically manifests.

This is not for you if you believe you can change your life by not doing anything – any work.

This is not for you if it will take money – it will take food off your table and cause you tremendous financial hardship.”

So, I'm taking it away. I'm presenting to them something that they desperately want because, at this point, when I do this takeaway selling, I'm telling them desperately – I'm making them desperately want it, and then I'm pulling it away.

Imagine if you were a child, and I talked about this incredible ice cream sundae and its deliciousness – you could see the ice cream sundae sitting in front of you. You could taste it... and then I pulled it away from you.

What does that make you want?

It makes you want it more!

And by putting people in a category of who should not get it, no one wants to put themselves in that category.

So, there's a bunch of techniques that we just discussed, and I want to break them down just a little bit so you get all of them.

The first thing is, again, using the hypnotic language pattern of the LY. Naturally.

Next, we discussed "claiming to know" - the mindreading technique. **"Some of you might be thinking." "You might be wondering." "You might be curious".**

Again, you're claiming to know. It's almost as if you're reading their mind, and again, these are techniques that psychics use all the time.

Then we discussed takeaway selling, telling someone why they should not get what you're offering or acting on what you're saying. Very powerful. If you're putting them into groups, if they don't act, they will be put into this group they don't want to be. They're going to be categorized as this type of person.

If You Could Wave a Magic Wand

This phrase is another great hypnotic language pattern I use in almost every presentation. You're going to want to incorporate this into the presentations that you're doing. The phrase is this, and it is magical.

"If you could wave a magic wand, and then _____, how would it _____?"

You just fill in the blanks after that.

So, if you could wave a magic wand and have your business be exactly the way you wanted your business to be, how would that make you feel?

If you could wave a magic wand and make your life exactly how you wanted it to be, how would that change your life?

If you could wave a magic wand, step out onto the stage, and persuade an entire audience to buy your product, service, or idea, what would your life look like?

That phrase ... that hypnotic language pattern: "If you could wave a magic wand" ... opens someone's mind, it lets them imagine, it permits them to visualize the specific, ideal outcome that they want to achieve.

And when you do that and then tie in your product, your service, your idea ... when you tie in them acting on that, acting on your idea, your product, your service, with the fulfillment of and the achievement of that ultimate vision that they have... you've created a very, very powerful and persuasive action step that they need to take.

You've linked what they wanted with your product/service/idea.

The phrase "If you could wave a magic wand" is magical because it permits people to dream again. It permits people – as when they were children- to create in their mind their ideal scenario, and then you tie it into them buying your product, your service, your idea; it becomes almost irresistible for them. They almost must buy it.

Comparing the Ridiculous

Okay, so the final hypnotic language pattern that we will talk about in this section is something that I call comparing to the ridiculous, and it's a wonderful way to overcome objections.

So basically, what you're making are two statements tied together that sound logical but are not. So, this is a classic one that you can take and use to overcome an objection that your prospect or audience member has.

"Some people don't believe that if they act and use these techniques, they'll get the desired results. Of course, some people don't believe we landed on the moon either."

What I've done is I've said, "Some people..." which is a generalization. So, the person thinks, "Some person... is he talking about me?"

But I'm not saying, "If you think that." I'm saying, "Some people think that," so I'm generalizing – but it makes the point. Here's the phrasing again:

"Some people don't believe they will get the desired results if they act and work hard. Of course, some people don't believe we landed on the moon either."

So, what you've done there is if the person now doesn't believe that they're going to get the results from buying your product or service, that they're also in the same category as someone who doesn't believe we landed on the moon.

Another great one is if you have a competitor is this:

"You know, some people claim that you can achieve all that you want to achieve by sitting at home in your underwear on the couch and doing nothing. Well, some people still believe in the Easter Bunny, okay?"

So, it's a ridiculous comparison. So, the person thinking, *"Yeah, geez, I like that other guy's product because he says I can sit at home and do nothing, but if I believe that, then I'm someone who believes in the Easter Bunny as well.... I don't want to put myself in that category. I don't want to put myself in that camp."*

So again, you've made the point.

The person does not want to put themselves in the category of being an idiot. That's basically what you've done there, all right?

But the key is that you're using the words "Some people."

You're not saying, "You may not believe that education is important after you leave school.

Investing in yourself isn't important.

But you probably don't believe we landed on the moon either."

You don't do that.

It's not something you say directly.

"Some people." Generalize. It gets the point across.

So basically, the breakdown is that you talk about what you want someone to believe or what you don't want them to believe is true. Then you compare that with something ridiculous, that if they believe – if they believe the first thing, they automatically believe the second thing and put themselves in the category of being, quite frankly, an idiot.

A Tactic Known Is a Tactic Blown

Now, you want to pepper these hypnotic language patterns that we've discussed here throughout your presentation. There's a great saying, and I've said it before, I'm probably going to say it again:

"A tactic known is a tactic blown."

So, you don't do the comparison to the ridiculous more than once in your presentation.

You don't use a ton of takeaway selling throughout your presentation. You sprinkle this stuff in throughout your presentation.

You don't use the claiming to know – "you might be wondering," "you might be thinking about," "you might be curious" – every time you say something.

The beauty of this speaking-to-sell system is that it's subtle and does not appear manipulative. So, it would help if you used all these techniques subtly.

So, remember, before you even start your presentation, before you even start designing your presentation, the first thing you do is write down all the objections that someone is going to have. Then, make sure that you answer each one of those objections throughout your presentation using the hypnotic language patterns and the techniques that we've discussed here.

If you do that, you will have a highly professional and persuasive presentation that will get you the results you want and help your audience members get the results they want.

CHAPTER 6

Closing The Sale

This is one of the most important parts because you can do a great presentation, deliver great information, and move the audience. Still, if you don't get them to act, none matters.

Remember, this program is designed to teach you how to persuade, influence, and sell from the platform, not just how to get a standing ovation. You probably don't want a standing ovation; you want people to act. So, it's very, very different.

Here's the truth: anyone can get a standing ovation. You can manipulate your audience to give you a standing ovation, but you don't want to do that; you want to get them to act on your idea, on your service, buy your product, or whatever it is you want them to do. So, it would help if you had a good close.

Your entire presentation is built around the close. Everything should be leading into the close. When we talk about structuring your actual presentation in detail, we'll explain how all this ties in together. But for now, let's just go over how to close the sale from the stage.

The Right "Closing" Attitude

The first thing that we need to talk about is the attitude that you should have. This is probably the most important thing I can tell you about making the sale. I've alluded to this before – in fact, I've probably talked about it before—but it is so important. It is critical to succeed on a massive scale or just succeed partially or fail. Here is the attitude that you must have about closing.

Closing Is Your Moral Obligation

You have a moral obligation to close the sale if what you are offering your audience members truly can help them and get them what they want, what they need, and what they desire. That if they do what you tell them to do, they will get the outcome that they want to achieve.

Now, some great platform salespeople can do it and get people to act, and they can sell anything whether they believe in it or not. I won't name who they are, but they can do it.

I'm not one of those people, and I don't believe someone who would invest and who would get this far into the program that you are one of those people.

Because someone who can get up there and just sell anything whether it works, whether it not, whether it's good for the customer or whether it is not a con man, and we're not here to train people to manipulate people into buying things that they don't want, that they don't need and that's not going to help them.

But your belief in what you're offering – and this is so important because this is what determines whether the close is going to work or whether it is not going to work unless you're a con man:

You must believe with all your mind, heart, and soul that you must close the sale.

Now, in most sales training programs, the emphasis of the entire program – or the greatest emphasis of the entire program – is on the close. In my system, the close is nothing more than a natural part of the entire sales presentation. It is just a natural part of it. It is a transition from telling the story and setting it all up to getting your audience members to take the action you want them to take.

Your belief in the value and integrity of what you're offering is more important than any technique, strategy, language pattern, or psychic sales technique. Your belief is the ultimate psychic sales technique.

When we talk about psychic sales, we're not talking about just getting into the mind of your audience member; we're talking about working on your psyche, your mind. So, if you have doubts about what you're offering, that's going to come through, either on a conscious or, more likely, on a subconscious level. So, your attitude should be:

"Every person who this is right for, I must sell it to them."

How do you transition, then, from the presentation to the close? How do you do it smoothly?

Well, most people don't do it smoothly at all. It is painful to see. We will talk about some of the mistakes people make because they get nervous about going into the close and asking for the sale, whatever that sale is. But before discussing their mistakes, let's talk about the transition.

Transitioning to the Close

How do you transition from telling your stories to asking for the sale? Again, remember we're defining a sale as maybe a product sale, maybe selling someone on making an appointment, selling someone on your idea or your belief, or whatever next action you want to take. That's the sale. We're not necessarily talking about having someone take out their credit card and give you money, although you certainly can.

The transition is quite simple.

Typically, we talk about who this is not for and then say something using the **claiming-to-know** technique. For example:

After watching this presentation and seeing everything we've discussed, you might wonder, "How can I get this result you're talking about? Dave, I love what you're talking about, but how can I get this result quickly and easily?"

So, you use the hypnotic language pattern of "claiming to know" as the transition. Remember, those are phrases like:

"You might be wondering."

"If you've been paying attention."

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"You're probably thinking."

"You might be curious."

So, you use that "claiming to know" as the transitional phrase from the presentation to the close. It's very smooth; it's very natural to do that.

You do need transitions, and when we talk about how to design the presentations, we'll give you the different transitional statements that you can use to transition from different parts of your presentation. Hence, it's smooth, so it's not abrupt, and it's not jarring.

Don't Change Your Energy!

The big mistake that almost every speaker makes with moving from the close is that they change their energy. It is like they turn off a light switch or turn on a light switch. I've seen this in the speakers I've trained; we work on this repeatedly until they get it right.

So, by "changing the energy," what I'm saying is okay. I'm doing my presentation, telling my stories, going, using this tonality, and walking around the stage, and man, I'm excited. Then suddenly, I'm going to the close, and I get quiet and tense. My body language gets tense, and I change everything, signaling to the audience, "Hey, uh-oh, he's going to sell me now.

Here's where this guy is going to try to sell me."

Or the opposite happens.

The opposite is that the person is talking in a normal tone of voice, and they're just talking. Then they get to the close and start talking quicker because they're nervous, twitching, and moving around. They're changing their energy.

Transitioning to the close and doing the close is nothing more than another part of your presentation.

How do you make it seamless?

Through practice.

Eventually, people won't even know that you're going into the close.

We do many teleseminars and webinars, and we've trained many people. We've created many things for people to do teleseminars and webinars. When they're delivering it, you can see when people are dropping off, when they're stopping to watch the webinar, or where they stop listening to the teleseminar, they hang up, or they go offline. It almost always happens at the close, the precise time, because the person speaking changes their energy and speech. Their tonality, their voice, their pitch, all of that, when you're on stage, you'll see people get up and start to leave.

That will happen naturally, but if people are getting up to leaving in droves, you know you've signaled to them that you're going into the close. Again, it is a very smooth transition; keep your same energy.

Now, when I say, "Keep your same energy," you will eventually build up and create more excitement as you go and present and get closer and closer and closer to asking for the sale.

But it is a gradual buildup to create excitement and not an abrupt buildup to create excitement. Almost every speaker makes a huge mistake in changing their energy. They get nervous because they're asking for the sale; they're asking the audience members to do something.

You don't want to do that.

You want to have a smooth transition – we taught you how to do that – and you want just to keep your energy the same.

How To Structure Your Close

Let's talk about what a properly structured close look like.

First, you move into the close by using that transitional statement we discussed. Then, you will discuss the outcome – you're always focusing on the outcome, the transformation your audience members will receive from doing what you tell them to do.

The wrong way to do this is to talk about the components of what the person gets instead of the transformation.

For example, if you're offering a free consultation, the components would be how long it is, where the meeting is being held, what they need to bring, etc.

You do need to mention those components, but you quickly want to discuss the value of the consultation. What is the outcome the prospect will get after they meet with you, whether they decide to work with you or not?

You build up the value – and we're going to discuss it in the next section on closing; we're going to discuss precisely stacking, price stacking, bonuses, and all that stuff.

But for now, you must constantly talk about the transformation someone will achieve.

The "Non-Closing" Closing Technique

Now, the next thing I want to talk to you about is a powerful closing technique that I use. I think it will be very appealing to you. I call it the "non-closing" technique because although I'm closing, it doesn't seem like I'm closing.

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This is the less-than-no-pressure technique. We also call this the "aw, shucks" technique. I can tell you that I have used this technique to close hundreds and hundreds and hundreds of thousands of dollars worth of sales.

Now, as with all these techniques, you must ensure that it fits in with your personality and how you present. Because again, remember, this program is not designed to turn you into a clone of me.

It's designed to expand who you are and make you better in the context of who you are.

But I often use the "aw, shucks" technique, which works great, especially when selling high-priced products. Again, we sold \$15,000.00 to \$20,000.00 things from the stage, \$5,000.00, and \$500.00, all using this technique.

What I do is talk, and I talk very sincerely about what I'm offering because I truly believe in it, and I use the less-than-hype technique. I will sit down on a stool and I will say something like this:

"Okay, listen. I'm not going to get all excited and try to get you all excited about what this is and how this can help you. You've been with me for two days [or that's in the case of a two-day seminar... or you've listened to me, you've heard my story], and so you know what I'm saying can help you. So, I want to go over exactly what is in this program and how it can help you, and if it's right for you, then I want you to get it. I don't want you to get it if it's not right for you. I'm going to do this without fanfare; I'm going to do this without hype.

Here's what it is."

Then, I go through it and explain the components of the program.

If you're sincere, it is one of the most powerful ways to close the sale.

I taught this to my good friend Lee Milteer. Lee has been a professional speaker for years and years. She's one of the top professional speakers. Still, she typically goes out and does a motivational presentation about mind-setting, goal-setting, etc. She's been hired by some of the top companies in the world.

What she's not used to doing is platform selling. The two are very different, and quite frankly, going up and just speaking and motivating people is easier than closing the sale. But she is not experienced in a situation where she sells a high-priced mastermind program; it's about an \$8,000.00 to \$10,000.00 sale. The first time she did this, she sold zero before this group. She sold zero, not a one.

She was very disappointed and came to me and asked me for my help. Again, Lee is a tremendous speaker, but she'll admit that her strength is not selling from the platform. Well, I taught her this exact technique, the "aw, shucks," non-closing technique – which could also be called the "speaking from the heart" technique – and she just did this, practiced it, sat on the stool, no hype, no flashy PowerPoint things going on, and just spoke from the heart to the audience.

She sold seventeen \$8,000.00 packages – a total of \$136,000!

Again, the technique may not be appropriate for you and for what you are selling. It is inappropriate if you are not sincere or don't believe what you're saying. But the "aw, shucks, from the heart" close is one of the strongest things you can do.

Standing up doesn't matter whether you sit on a stool or speak from your heart, but it works wild if it's who you are and appropriate for you based on your circumstances.

Do I use that close every time I do a presentation?

No, it depends on the group and on what I'm trying to achieve. I took the exact opposite approach recently when I did the \$770,000.00.

It was a hyped-up approach; it was getting them excited and making them rush to the back of the room.

In the next section, we will talk about how to stack the value, why bonuses are important regardless of what you're selling, what type of bonuses you should use, the "but wait, there's more" close, and other things.

Stacking The Value

As it sounds, stacking the value means you want to build the value of what you're offering very high.

I'll give you an example of stacking the value when selling a physical product, a service, an appointment, or even just an idea or a movement.

For A Product

We'll start first by stacking the value of a product.

As discussed in the last section, you want to describe the components of your offer. If you've got videos as part of your offer, you review the video and the outcome your buyer will get after watching it.

After you give the outcome of the part of your offer, you give it value. Then, you just keep stacking the value and adding components and bonuses, and the value becomes higher and higher.

So, you're giving each component a value.

Then, as you go through all the components, you add them for a total product value. (Now, when we talk about the pricing strategy, this doesn't equal the final price... you drop the price to build pressure to buy.)

For An Appointment

Now, let's say that you are selling an appointment. You're out there, doing dinner or a luncheon, and you've got an audience, and your outcome is getting people to make an appointment with you.

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What you need to do is you still stack the value. You still talk about the value of what they will get from this appointment.

For instance, typically, I get paid **\$1,500** to do an hour of telephone consulting. When talking about that, I built the value up much higher than the \$1,500. They're not paying **\$1,500** for the hour; they're paying for the outcome that that hour will produce for them, which is subjective.

The value of an idea, a transformational service, or something like that is much more subjective. So regardless, even if you're selling an appointment, you want to build up the value of it.

For An Idea or Movement

Now, let's say that you're not even selling an appointment. Let's say you're selling an idea or a movement. Let's go to someone who's a preacher. The value of being saved is eternal life. So, you're even stacking the value right there. If you watch a good preacher who can speak from the platform and sell – and make no mistake, they are selling their ideas, concepts, and beliefs – that's exactly what they're doing. They stack the value of becoming a Christian or whatever denomination they sell.

The Price Drop

Again, you want to build up the value as high as possible because you will have a **price drop**.

The price drop can be an actual price drop, meaning you're saying, "The value of this thing is \$9,997.00, but you're getting it for \$4,500.00."

It can also be a theoretical price drop. I mean, "All you need to do to get eternal life is do this." You build up the value high, and when you have the call to action telling them what to do, the offer becomes irresistible because the value is built up so high.

How to Use Bonuses

Next, let's talk about bonuses, why bonuses are important, and why you should use bonuses in almost any presentation.

The bonus for a product you're selling can be a bonus video series when it's an actual physical product. It could be a free seminar that someone gets to attend. It could be a one-on-one, 20-minute consultation call with you.

The key here is that the bonuses must be very appealing and, in some cases, more appealing than the product itself. You also want the bonuses to be more than the product's total price if possible.

Now, you must place a real value on the bonus, so you can't say you're giving somebody an eBook valued at \$10,000.00. No one is going to believe that. The bonuses must have a believability factor and high perceived value to the end user.

There are different types of bonuses that you can use.

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There is a related bonus – if I'm buying a program about marketing, I could include a marketing critique certificate in it. That's got a high perceived value, but it doesn't cost you anything to add a critique certificate to the product. Again, it has a high perceived value.

I can stack the value with my bonuses. If I charge \$1,500 for an hour of consulting on the telephone and add an hour of consulting, I've just added \$1,500 to the actual product. Again, the bonuses tie in with stacking the value.

There are also bonuses to make people act. We typically like to use two bonuses when selling a product.

The first type of bonus is a bonus for super-fast action.

"For the first 25 people who go to the back of the room and turn in their order forms now, you're going to get this."

Then there's a bonus for everyone who buys the product. Putting that into the final call to action can help drive that stampede to the back of the room.

Now, you might be thinking, "Well, wait a minute. I'm not selling a product. How can I offer bonuses?"

Suppose you are an attorney, a chiropractor, a dentist, or something like that doing a lunch or dinner presentation. In that case, you can have an entire bonus package. "When you sign up for an appointment today, you'll get my book, my audio series, these reports, and so on." So, you can give away things like that as a bonus.

Let's take an extreme example just to show you how bonuses work regardless of what you're selling.

Suppose you look at the online television preachers, and they're soliciting saving souls. They're getting people to join their movement. What do they always offer for donations?

A bonus! "You get my newest book. You get my newest CD series. And so on."

Again, bonuses will help drive the sale regardless of what the sale is.

The "But Wait..." Close.

Now let's talk about a close that you've seen on TV that most people make fun of. Most people don't want to use it, but it works. That's the infamous "but wait – there's more" close.

I have used this close many times in many different situations, sometimes actually saying, "But wait – there's more," or even more importantly, something we talked about in an earlier part of this program was getting the audience to say it.

"But wait" – then gesturing to the audience so they say, "There's more." It gets a laugh; it relieves tension. But again, that fits in with my personality.

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Do I do that specifically in every single presentation I make? Not, but I always use the principle of "but wait – there's more."

The principle of "but wait – there's more" is that you just keep stacking things on, stacking the value, and adding more and more things on so the offer becomes truly irresistible.

You see it on TV. "You're going to get this product for \$19.95, but we're going to cut the price in half to \$9.95, plus you get another one for just shipping and handling, plus if you order within the next five minutes, you get another one for just shipping and handling." Again, it's part of stacking the value and adding more and more on, so the thing becomes more and more valuable.

It would help if you were careful about this, though, and not add on so many things that it diminishes the value of the main product that you're selling. You don't want it to seem like you are desperate to make the sale and that the main product you're selling isn't worth just getting in and of itself.

Sometimes, you do a counterapproach to this, and the counterapproach would be that "There are no bonuses. I will not keep stacking things on because what I have here is so important and will change your life that this is the only thing you need. I won't add on things like everyone else is doing that don't have any value. You need this right here, and you need to get it now."

But again, in 90 percent and 95 percent of the cases, you will add bonuses.

Restating the Value

Now, when you're doing the close—you've gone through everything now, you've talked about all the bonuses everyone is getting, you've gone through the component pieces, you've talked about the transformation that each one of these pieces will have for someone, you've given each piece a value, you've stacked the value...

It would help if you restated the value before you go into what the actual price will be.

Typically, we go and have a slide – or we just do it verbally – that shows each component and, again, the total value of everything. You must do this because you want to anchor in your prospect's mind that this package, this thing that you are selling, has a tremendous amount of value.

Again, suppose you're not selling a product. In that case, you talk about the outcome, the value of the outcome that the person will receive from following and doing what you tell them to do, taking the action you want them to take. So, you restate the value.

Then, I've got the "Three-Pronged Pricing Strategy." This one applies to people who are selling a physical product.

The Three-Pronged Pricing Strategy is this: you first talk about the overall value of everything.

The overall value of the transformation, of what will happen to someone, is subjective.

Let's just take this program as an example.

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"What would it be worth to you to get up on the stage in front of a group of people and get your message across so that it compels people to act, to buy your product, to buy your idea, to buy your service? This is a value; this is something that will have tremendous value for your entire life. What is that worth over your entire career? Hundreds of thousands of dollars, right? "

Right. Of course, the answer is "Right."

So now I've built up the value to hundreds of thousands of dollars. I could be more generous and say a minimum of **\$50,000.00**.

At this point, I can just have the value of what I've already stacked the value to be, add up all the components, and say, "Okay, this has a value of \$10,597.00."

So, I could do the subjective or actual value of all the component pieces we've added together to determine the price. Let's say the price is **\$10,975.00**.

"This has a value of \$10,975.00, but quite frankly, it's much more than that to you. But guess what? I'm not going to charge you \$10,975.00.

The retail price of this product – if you were to go on my website site right now, the retail price of this product is \$3,995.00."

What I've just done there is a price drop. I've started the first value – that can either be subjective, or if you've stacked the value, you've added up all the component pieces, and you've got a high price, you use that. I then dropped the price to the retail, which the product normally sells for.

You must be in integrity here. Suppose you're telling them that the price on your website is **\$3,995.00**; that better be the price the product sells for on your website because people will go and check. You'll lose integrity and don't want to be out of integrity.

And I say,

"But because you're here at this event, the kind of person that would come to an event like this, and you care about your success, you're not going to pay **\$3,995.00**. If you order right now, you can get this entire product, everything we discussed, for just three payments of \$597.00."

Or whatever it is. What I've done there is I have the big value, I've dropped it down to the retail price, and I've done one more price drop.

What's happened is you built up the value high, so when you get down to it, and you're still selling the product for \$2,000.00, it seems like it is a steal.

And it should be a steal, and you must believe it's a steal.

We discuss the energy of doing all this and how you feel about your product, service, and idea. So, it would help if you believed that it was a steal. You want to believe it so much that you feel like you're getting ripped off.

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When I sell something, I want them to feel like I'm giving you so much value that you would be an idiot not to take me up on this. (Now, obviously, I'm not saying that, but that's the feeling, that "you'd be crazy not to take me up on this thing!")

When we sell this program, I truly believe that anyone interested in getting on the stage and speaking and selling from the platform would be insane not to get this product at the price we're offering it for, at twice the price that we're offering it for, at three times the price that we're offering it for. I believe that, and that comes through. My confidence comes through.

I said I said it before, but I will say it again: selling is a transference of emotion. Selling is a transference of emotion.

So, your beliefs, emotions about your energy, and price directly influence your audience's beliefs negatively or positively. Positively, "Hey, this is the deal of a century," or negatively, "This person doesn't really believe in what they're selling, and therefore, the product is overpriced."

CHAPTER 7

Structuring Your Presentation For Maximum Conversions

At this point, you should have all the basic information you need to buy your audience, offer, and guarantee. We went over that already.

But now you've got to put together a script, the actual presentation, and here are the steps for doing that.

Introduce the Benefits

The first thing is the **introduction**, where you lay out the benefits of being there with you today.

Now we talked about an introduction, maybe having someone introduce you, having a video introduction. That's not what I'm talking about here.

You need those two things, but this is what you say the first time you step out in front of the audience.

And basically, what you're going to talk about is benefits. What benefits will the people in your audience receive from paying close attention to your presentation?

So, you could say, "In the next 57 minutes, I'm going to teach one, two, or three step-by-step strategies," ... and then you name a major gigantic benefit or up to three different benefits.

So, let me give you an exact example of what I'm talking about.

"In the next 57 minutes, I will teach you one, two, three step-by-step strategies for dramatically increasing your sales without cold calling grunt work and putting more money in your pocket in the next three months guaranteed. And I can make a virtual certain bet that no one is using all these strategies exactly as I described them to you, but everyone could."

So that is a great opening, right?

That is Dan Kennedy's opening from his Magnetic Marketing presentation, which produced millions and millions of dollars of sales from the platform. And you can model that as well regardless of what you're selling – whether it's an idea, whether it's a product, whether it's a service, or whether it's a movement.

So, let's say you're a financial advisor, and you're doing a luncheon presentation.

In the next 57 minutes, I will teach you one, two, three step-by-step strategies for having all the money you need at retirement with the least risk possible without changing your current lifestyle, okay?

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So again, it's a very easily adaptable formula.

You don't have to use a one-two or three-step strategy. Still, the point is that you want to come out and talk about the benefits your audience will gain from listening to your presentation.

Identify the Core Problem and Who This Presentation is For

The next thing you want to address is the core problem and who the presentation is for. So, I'll give you a perfect example, and it's from THIS course. So, we say,

"If you speak before any type of group, whether you sell a product, whether you sell a service, whether you're trying to sell your idea, or whether you're trying to get people to join your movement, this speaking system will help you dramatically increase your sales."

So again, we're talking about who the program is specifically for, so the person in the audience listening says: "Hey, this is for me!"

In a recent presentation we did, we said,

"So, if you're an entrepreneur, if you're a professional services provider such as a doctor, a lawyer, if you own a brick-and-mortar business, if you are an information marketer, and you want to double or triple your profits in the next 12 months, this information is vital for you to hear."

So again, you want the audience to identify that "Hey, this presentation is for me!"

And don't think they will pay attention just because they're sitting in your audience! You've got to grab their attention with the opening statement, which talks about the benefits of them listening to you, and then make sure that you talk about hey, this is who this presentation is specifically for.

Those two elements combined pique the person's interest. If you follow the rest of the formula, you'll keep their interest throughout the presentation.

Future Pace

Future pacing is when you create a clear vision of the audience – both a negative and a positive future.

Create a mental movie of how wonderful their life will be if they do what you're about to share with them.

Then, show them what will happen if they don't act.

Tell Your Story

The next piece of the puzzle is that you want to **tell your story**.

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The goal of this, and again, is to talk about storytelling in detail in this program, so you want to make sure that you review that very carefully. But the goal of telling your story is twofold.

Number one, you want to position yourself as the expert on why someone should be listening to you.

Secondly, you want the audience to identify with you.

The basic structure of telling your story is this.

You talk about how you were struggling at some point. It could be struggling financially, it could be struggling spiritually, whatever it is your struggle you want to talk about before the transformation. (Again, we detail this in the storytelling section.) The struggle should parallel the struggle your audience is having and tie directly to the solution you offer.

But just to give you the basic structure – you talk about the struggle that you were having, that you came to a crossroads, that you had to decide that you were going to quit, or you had to make this decision. There was something that – the crossroads. There was something that had to change, and you made that decision.

Then, you talk about how you came across the secret, system, and means of salvation and acted on it.

The next part of your story is the transformation. What happened after you acted on the system, the secret, and how has your life changed?

If you are selling a professional service and don't have a "before and after" story, talk about why you got into the business, what you do that is different than others in your industry (And how that benefits your audience, and why you're so passionate about helping your clients.

Conduct Your "Teaching Segment"

Next, you transition into the "teaching segment" of your presentation.

I put quotation marks around the teaching segment because you will teach in a very specific way.

As I mentioned, you will tell people what to do but not how.

You will give people useful but incomplete information.

You will break it down into three to five major chunks.

So let me explain that to you in a little more detail, first, about the chunks.

Most professional speakers break down their presentation into three different component stories, three different bits of information they will convey. You can go anywhere from three to five. We have done as many as a dozen for a particular presentation, but as a big thumb rule, up to five chunks of information.

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The basic chunk comprises the overall concept you want your audience to understand.

Where do these three to five chunks come from?

Well, they come from what your offer is. So, you're setting the buying criteria with these three to five chunks of information based on your offer.

That's why you construct your offer first.

So, each chunk should follow this basic format.

First, you give the big idea.

Next, you tell a story to illustrate the big idea.

And then, you sum up what the big idea is.

So, let me give you an example from our work for a client. One of the big chunks was that when people came into her office, she had subliminal things that would make her clients like her, trust her, and feel relaxed. So, the major chunk was.

"You've got to have your office set up properly to close sales most effectively."

So, we gave that out – a big chunk of information. Then we told the story, and then we gave some incomplete information. So, we would say.

"Well, she did ten different things in her office. We don't have time to review all ten, but let me tell you two of them you could implement immediately."

If you recall and you've done this program in the order we laid it out, you'll understand it is an open loop. So, the audience members say to themselves, "Well, wait, I want to know what the other eight are!"

So, I gave incomplete information.

Here's another example.

In another chunk, we may say, "Hey, you need to develop your unique selling proposition." ...

We talk about the importance of a unique selling proposition, and we talk about Domino's Pizza and give an example of fresh hot pizza delivered in 30 minutes or less guaranteed. We talked about how it's important that you create a USP and how the USP changed Domino's, and we tell the Domino's story. So, the USP, developing a unique selling proposition, is a chunk. So, I told a story illustrating the importance of developing a USP and told them what to do. But guess what? I should have told them how to develop the USP.

Guess what? When we go to the offer phase, I will say, "And in this, we have an e-learning course where we take you through step by step, and 35 minutes after you follow our e-learning procedure, you will have your own powerful USP."

So again, the chunk is tied back into the offer.

That's again why creating the offer *first* is so important.

So, you want your "teaching segment" to contain three to five chunks of information.

Remember, you're giving incomplete information or telling people what to do but not how to do it.

Again, that is valuable information if someone doesn't know what to do. So, you are teaching; you're just not teaching them the "how" part.

Or, if you are teaching the "how" part, it is incomplete. It's still valuable, even though it's incomplete information.

Make the Damaging Admission

Okay, now you've done your three to five "teaching chunks" of information. Now, you want to transition into the close,

But before you start talking about the offer – so after you've made that transition from the teaching to the close, there's a little piece that you put in there, and that is,

Who Your Product Or Service Is Not For

This is what we call a **damaging admission**. You're saying: "Hey, this is not for certain people!"

What does that do for you? Well, what that does for you is it sets you up as honest and telling the truth.

So let me give you an example of one that we just used. We used it to sell \$770,000 of a product from one presentation.

So, here's what it was word for word:

"This is not for you if you believe you can just sit in the corner and meditate, and money will manifest for you. This is not for you if you believe that you can succeed without doing any work. And quite frankly, this is not for you if this will take food off your table or cause you tremendous financial hardship.

We don't want you to get it."

Okay? So again, I just want to give you the order again. You've done the three to five teaching chunks.

You've made your little transitional statement to the close. You said who this is not for.

Describe Your Offer and Ask for the Sale

And now you're going to describe your offer. For illustration, we're going to use a product. Still, again, it can be something other than a product. If you're selling an appointment, even if it's a free appointment, a free consultation, or if you're doing a luncheon or dinner presentation, the same rules apply.

So now you'll talk about the different components that make up the offer. Here is how this is broken down.

Features and Benefits

You talk about the different components in terms of features and benefits. We did a whole section on closing the sale so that I won't get into this in detail.

Describe The Bonuses

We talked about bonuses in another section, but bonuses are very important. In an ideal scenario, you want the bonuses to add up to be more than the price of the actual product. However, even if you're not selling a product, you can still offer a tremendous bonus.

Let's say you're a financial advisor. You can offer reports on specific topics that prospects receive when they schedule an initial consultation.

As we discussed, always have some type of bonus.

Explain The Guarantee

Then, you're going to go over what your guarantee is. We've gone over different types of guarantees in other places in this program.

Still, you need to have some type of guarantee because, in any transaction, there will be a risk. The more risk you can assume yourself, the easier it is for you to make the sale and the easier it is for your audience member to decide to proceed.

So, you want to take all or as much of the risk as possible.

Give The Price

You then talk about the pricing.

Again, we went over pricing in detail. Still, the pricing structure is that you give the value, drop it down to retail, talk about the price today, the price if someone goes and gets this immediately, and what the price is. You talk about the easy payment plans. But most of all, you're talking about the overall incredible value.

Add Scarcity

The next piece of the puzzle for the close is that you want to add some scarcity in there. Scarcity is important.

You've got to get people to act now!

It is incumbent upon you to get the person to act immediately because if you don't. They walk away without your product, without your services. Without joining your movement, the odds of them joining later are slim. So, you've got to get people to act, and one of the best ways to get people to act immediately is with scarcity.

So, for example, one of the things that we recently did is we said,

"For the first 50 people who join this program now, we'll give you a new iPad free."

And so, you saw people rushing to the back of the room to get the new iPad.

But it doesn't necessarily have to be a product. Your scarcity could be your time. So again, let's say you're a chiropractor and speaking before a group. You can say,

"I only have openings for the first ten people who will come in and get a free consultation and adjustment."

So again, you must add some scarcity to get people to act immediately.

Tell Them What To Do

And then the final phase of this part is to give very, very clear instructions about what you want people to do.

Once again, we discussed this in detail when discussing **closing the sale**. And again, when I say sale, it doesn't necessarily have to be the sale of a product we're using to illustrate here. Still, it can be the sale of your idea, the sale of someone joining your movement, or the sale of someone signing up for a free consultation. Whatever the case may be. **Regardless, now's the time to give them clear instructions on what you want them to do.**

Recap The Transformation

The final piece to this is a summary of the major transformation that the person will receive by acting now.

Many people need to catch up on this step.

It would help if you had a major summary, the big idea, the outcome, the transformation, and how the person will be different by acting immediately. It is a summary of everything that you've talked about.

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So, you've taken it from these individual components and tied it into the ultimate result that someone will get.

Remember, people are going to buy into your idea. They're going to make an appointment with you; they're going to buy your product.

Not for the appointment, not for the CDs, not for the manual, not to join a group, but for what they'll get out of it. For the results that they're going to get. So, you need to tie it all in at the end and do it sincerely.

When you do that and when you follow this syntax, when you follow this structure – first, it's very, very easy or much easier to put your presentation together, and second, this is a huge psychic sale secret because this ties it all together, everything that you've learned.

Use This Structure!

I recommend that you follow this structure exactly.

Why?

Because this has worked for me over and repeatedly.

When we create presentations for our clients, we follow this structure over and repeatedly.

The more you get comfortable with it, the more you can make some slight adjustments. So, instead of talking about the major components of the product and then the bonuses, you talk about the product's major components. You give the price and add more bonuses at the end.

Certainly, you can do that. But in the beginning, just follow the structure because it works.

If you look at any presentation, this is the structure we followed. This has produced hundreds of thousands of dollars in sales in an hour, and for our clients and ourselves, literally millions of dollars worth of sales.

So, follow the structure.

It works.

CHAPTER 8

Keeping Your Audience Actively Engaged.

Whether you're doing a webinar or an in-person presentation, keeping the audience engaged will increase your sales.

Plus, when you get your audience to do what you tell them to do and comply with your instructions, more of them will buy when you tell them to.

How To Get the Audience To Applaud

So, I am introduced to the audience, and we will go over different ways you can get introduced; you must be introduced properly because it sets the stage. We are going to be talking about that later in this Psychic Sales program.

So, I am introduced to the audience, and I come out and have much energy (and we're going to discuss how to build up that internal energy and project it out to the audience.)

So, I come onto the stage, and they clap for me.

And what I do is I put my hands up in the air, and I say:

"Come on now, a bit more than that. Come on!"

And I get them to clap more.

Now, they chuckle, and I am doing it tongue-in-cheek, and here is the beautiful thing about that.

The beautiful thing is that they immediately and unconsciously begin to follow me.

So, if you have ever seen me perform, you will see me do this every time.

And I learned this method by observing my favorite performer, Rod Stewart. I've seen Rod Stewart over 30 times, and whether you like his music or not, he is a consummate pro on the stage. And one of the things that he does is get the audience engaged.

So, you go there and feel almost like it's a party.

I saw him do this once because when he came out after he did his first song, the audience wasn't into it as much as he wanted them to because you must get the audience to participate in a rock concert. Well, it's just as critical for you to get them to participate in your presentation.

And so that's where I got that from.

And again, it's very, very subtle in that they don't know; the audience doesn't know that you are getting them – that that is part of a strategy, it's an invisible strategy you are using.

But again, it fits my personality, which is kind of cocky, kind of fun, and that's why I do it. I am not saying for you to do that because that may not fit your personality. But when I do it, I am channeling my inner Rod Stewart.

But that is one way I get compliance from the moment I step onto the stage.

Using Questions to Force Compliance

Here's another: you can force compliance immediately... ask the audience a question and get them to respond. Ask the audience a question to get them to respond.

So, you can do the old joke, but again, it still works; you can say to the audience:

"How many people have seen me before? How many people? This is the first time you are seeing me?"

So, people raise their hands, you're getting people to raise their hands.

And what's funny is that as I am talking about this, I just did something I must tell you... and this proves the power of a **nonverbal compliance method**.

So, when I ask the audience a question, I raise my hand. So, when I want them to raise their hand, I raise my hand, so they follow me.

And again, I just do it unconsciously.

Another thing I do is I will say – so let me give you an example from my ESP and mind reading show that I used to do. I would say:

"How many people believe in ESP? Let's see a show of hands: how many people believe in ESP? And then how many people can at least spell ESP?"

And again, I'm getting them to raise their hand. Again, they need to realize what is going on.

I have seen many speakers use this technique in a blatantly obvious way. So, they will say, "How many people here want to make more money?"

That works, but again, it is apparent. What you are doing is obvious to the audience.

Ask them to type their answers into the chat if you're doing a webinar.

Using Surveys to Force Compliance

You can take a survey of the audience to get them to start complying, which is, again, a more subtle technique.

How many people here own their own business?

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How many people here want to get into their own business?

How many people here have a retirement plan?

How many people this is the first time they have attended a financial advising seminar?

Again, you are getting people to comply, to follow you, and you are getting them to follow you by asking them questions.

Now, I prefer to ask questions that aren't blatantly manipulative. So, I don't come out and say things like:

How many people want to make more money?

How many people want to lose more weight?

How many people want to become more powerful?

Again, nothing is wrong with doing that, but I cringe when I see a speaker doing that because there is no subtlety.

Remember: Your Audience Member is Not Dumb. Your Audience Member Will Know What You Are Doing

So, asking questions right at the very beginning, taking a poll of the audience, getting them to respond, getting them to raise their hands; that is nonverbal.

That's getting them to raise their hand or complete an online survey incorporated into your webinar. It's easier than getting someone to respond verbally to talk about that in just a minute.

Put Your Audience into Motion

Another way to get compliance, and it's a very, very powerful way, is to get everyone in the audience to stand immediately. So, to get everyone in the audience to stand immediately, you ask them questions, and they sit down as you ask them questions. It goes like this:

"Okay, so I need everybody to stand up. Please, everyone stands up.

All right, how many people here are in business for themselves? Very good. You guys sit down. How many people here have been in business for ten years? You sit down."

So, you immediately get the audience to comply and follow you at the beginning by asking the question and then having them all stand up. It's kind of a reverse compliance method.

So, many speakers will say something like: "Okay, raise your hand."

I am telling you another way of doing this step is to have everybody stand up and then sit down one at a time as you are asking – or sit down in groups "obviously" that you are asking questions.

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This "obviously" works better in a larger audience. If you were speaking before a group of five people, it would be ridiculous to tell the five people to stand up and then ask a question and have them sit down individually. So, that is a compliance method you would use only for a larger audience.

Also, again, you must judge the size of the audience for whom you are using techniques. I will not use my method of "Hey, a bit more than that!" and make them clap louder if you are in a Kiwanis club and six people are sitting watching you because you will look foolish.

So that is another method of compliance, getting them immediately to comply from when you step out on the stage.

What If They Don't Comply?

You must create compliance and get them to follow you throughout your presentation, not only at the beginning. But let's say that they don't comply. Let's say they need to be louder or not do what you want them to do.

You must stop and make them do what you want them to do!

Recently, we were in Texas for a presentation to about 1,000 people that was simulcast on Internet TV. So, I think we had probably about 2000 people watching this presentation.

So, I started by saying:

"Are you guys ready to have a great weekend? Give me a hell yes!"

And so, the audience went, "Hell, yes." But it needed to be stronger. So, I said:

"No, give me a hell yes!"

And I made them do it louder and louder and louder. Again, to their thinking, it's just playful. But when you are up there speaking, nothing is playful. It is planned and has a very specific intended outcome.

So, if your audience is NOT complying, you must force it to MAKE them comply.

It would help if you made them do what you want. It can be as simple as asking a question. So, you ask a question, and they don't respond, and then you say what?

"Come on, raise your hand!"

"Type your answer into the chat!"

If you see me, if it's in a small group and someone doesn't comply, I will point that person out.

"Ma'am, you didn't raise your hand."

Come on, put your hand up. There you go, very good."

First, it subtly tells the other audience members, "Hey, we better do what this guy says for us unless he's going to point us out!" (Remember, fear is a great motivator!)

And again, it strengthens your position of power as a speaker: You are already in a position of power just by being onstage, but you must amplify that power, and that's one of the ways to do it.

I just gave you several **extremely** valuable compliance methods that you can use, so you must review this material again. Take notes as you read, write this down, and work it into your presentation because knowledge isn't power; knowledge is only potential power; action is power.

So, just in the first few minutes of this, we have already given you a ton of methods that you can use.

But let's do some more.

So, let's talk about some compliance methods you can use throughout your presentation.

Comedy Compliance Method

The first one is the **Comedy Compliance Method**. This is one of my favorite ones; I use it in every presentation. Again, this is subtle; no one knows what you are doing, and they think that it's just funny, and they don't realize that what you are doing here is, in essence, you are hypnotizing them. And so, let me give you an example of a comedy compliance method.

In a recent presentation I did, we wanted people to use the little phrase throughout the entire presentation.

In the presentation, I would describe something cool they would want to do but needed to learn how to do it. And so, we would have a slide that came up that said:

"Hey Dave, how the heck do I do that?"

And it was a running gag throughout the entire presentation. So, they were being prompted to say, "Hey Dave, how the heck do I do that?" all through. Every seven, eight, nine minutes or so, that same slide would come up, and the audience would participate by saying, "Hey Dave, how the heck do I do that?"

And so, everyone was participating. And the more it went on and went on and went on, the more people participated. The more they anticipated it, the more they followed along.

If you were just looking at the presentation and weren't an audience member, you would think, "Hey, this is just fun. But it was much more than just fun. It was getting the audience to comply.

So, you do things that people think are just funny. You get them to respond to it, but what they're doing is following you.

Verbal Compliance Method

The Verbal Compliance Method could be termed "the incomplete verbal compliance method" because this is where you start a sentence and let the audience members finish the sentence.

So, during another presentation, we wanted to use a catchphrase: "But wait, there's more!"

And we did it on purpose, and it was over the top and funny. So, this combines the Comedy Compliance Method because it's funny with the incomplete Verbal Compliance Method.

So, I would say: "But wait..."

and then I would gesture to the audience with my hand, and then they would say, "But wait, there's more." And the audience would say it.

So, you can do this with commonly used phrases where they know the rest of the phrase. For example, "A stitch in time saves nine." Right? So, use some folksy things that the people will automatically know at the end of the statement.

You gesture with your arms to the audience and get them to finish your sentences.

What is powerful with this incomplete Verbal Compliance Method is that if you teach them a saying or a hook (and we're getting into hooks later), you get them to repeat it.

So, for example, one of the things that we teach is, "The difference between persuasion and manipulation is intent."

And so, I would have the audience repeat it multiple times during the presentation.

The difference between persuasion and manipulation is intent.

So, as you are constructing your presentation, you should think about how you can put some comedy compliance... or nonverbal compliance in.

So, another common phrase example would be:

"Sticks and stones can break my bones, but names could never hurt me."

All right? So again, this is very simple but powerful because your audience doesn't realize why you are doing it. They are just enjoying it because they are participating in the presentation.

We already discussed why getting the audience to participate and follow you is important. **But getting audience participation is also mission-critical because it keeps them engaged in the presentation.**

You need to engage the audience physically and verbally to engage them mentally.

CHAPTER 9

Developing A Strong Stage Presence.

Whether your stage is a webinar or a physical stage, how you present is equally as important as what you present.

While it's beyond the scope of this book to teach you everything you need to know about presenting like a pro, here are some tips and techniques you can use immediately.

Charisma

There are no two ways about it: if you want to sell as effectively as possible from the platform, you'll need to be able to "own the stage," meaning you dominate the room with every eye fixed upon your every move.

That's charisma.

This is important because you must be a star when you walk out onstage and project a certain type of energy into the audience. That's what we're going to be talking about.

Because no matter how good your presentation is, no matter how good your PowerPoint is, no matter how good your offer is, if you're bland, your sales will suffer. On the other hand, if you have much energy, charisma, and power, you can sell almost anything on the stage.

And, of course, when you combine a great stage presence with a great offer with a great presentation – you have a winner.

What exactly do we talk about when we say "stage presence"?

Stage presence comes down to energy. It has to do with star power and is challenging to define. Some people have it; some people don't have it. You can immediately feel it when you see someone who has it and immediately feel it when someone doesn't.

But I will teach you how to create that energy the audience will feel and feed off.

Because remember, selling is a transference of emotion, and there is a way to get yourself amped out and create this electricity so you are magnetic to the audience when you step out. The audience cannot take their eyes off you, and they can feel this magnetic energy. That's what we're going to talk about here.

So, stage presence is the energy that you project out into the audience and the energy that your audience sees and feels.

Now, you can create this energy regardless of your personality type – you don't have to be outgoing or flamboyant to have power and energy. It doesn't necessarily mean you're jumping around the

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stage like Tony Robbins. My all-time favorite speaker was Jim Rohn. He had tremendous stage presence and charisma, yet he simply stood behind a podium and spoke.

So, it's not about energy like frantic energy; it is more about power – a powerful energy. We're going to talk to you about how to create that.

The Importance of a Proper Introduction

Let's first talk about the importance of a proper introduction.

Your introduction is the setup for you. Depending on if you have a good introduction, your audience will feel one way about you; if you do not have a good introduction, your audience will feel another way about you.

Now, there are certain ways that you can do your introduction.

INTRODUCE YOURSELF

You could simply come out yourself and introduce yourself. Quite frankly, this is the least preferable method of getting introduced. If you go to any type of show, very rarely does the speaker or the comedian or the entertainer, the rock star just walk out onstage and start performing.

There's usually some type of introduction. Again, you must put yourself in the mindset, "Hey, I am a star!"

So, there are better ways to do it than walking out and introducing yourself, especially if you must quiet down the audience before you start.

So, whether you are doing a dinner presentation or a full-fledged sales presentation in front of 1,000 people, you need a proper introduction, and introducing yourself is different than the way to do it.

SOMEONE INTRODUCES YOU

Have a simple introduction written word-for-word on an index card – typed on an index card – that you give to the event host. The simpler, the better. You want to tell the event host to read it exactly as it is on the card.

Often, an amateur host thinks that they're funny, and they try to ad-lib and make it funny.

Regardless of whether they're funny or not – in most cases, it's not, they're not funny – you don't want that.

It would help to have a specific introduction; again, it must be short.

So, what are the elements of the introduction?

Well, the main thing that the introduction should do is **position you as an expert, a star.**

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So, if you've got a book, you want the person introducing you to say that you're the author of the book Such and Such. (You must have a book. A book adds instant authority and celebrity and makes you an expert.)

If you've been on national TV, you want the person introducing you to say, "Joe has been on the Jay Leno show" ... or whatever.

If you've been featured in the Wall Street Journal, in magazines, on the radio, or in any kind of social proof, you can,

You're setting up the audience in advance to listen to you because they think, "Hey, this guy is important. What I'm going to hear from this person is extremely important." So, include all types of social proof.

Remember though... I've mentioned it several times, but I will say it again. If you've had someone else introduce you, **it needs to be short**. I do much emceeing, and I've been given three pages of an introduction for a certain speaker. That's no good. Three pages is too long.

It's got to fit on a single index card and just highlight who you are.

Another great tip is if you will be doing a larger presentation. There's a monitor on the stage – often, there'll be a monitor where you can see the PowerPoint slides because there are screens off to the side for the rest of the audience to see – a great thing to do is have your introduction on the PowerPoint slide, which the audience doesn't see. Still, it's just in the monitor that the host sees. So, the host can just look at the monitor and read your introduction.

But an index card is fine.

Bring extra index cards with you. Make sure the host has the index card in their hand before they step out on the stage.

Have them read it out loud to you so that they pronounce all the words and your name correctly.

And ask them to **"Please, do not ad lib but rather read it directly from the card!"**

Very, very important.

I've made all the mistakes you can make, like bringing one index card, the host losing his index card, and now I've yet to have an introduction. So that's the second way.

PRE-RECORDED INTRODUCTION

The third and almost foolproof way is a pre-recorded video that you can play before your webinar begins or you hit the stage.

You want to keep the introduction maybe a minute, two, maybe two and a half minutes; he went a little over that. But again, it showed all his accomplishments as a musician and celebrity apprentice.

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Even with a pre-recorded introduction, you still have all the same elements as you do with a written introduction.

There is much social proof, so people are excited and view you as an authority, celebrity, and expert.

The beauty of a pre-recorded introduction is that, well, it's very difficult to screw up unless technology screws up.

Done right, it can be very, very powerful.

The introduction is positioning you in the minds of your audience before you even step out onto the stage.

A great example of this is the magician David Copperfield; he has about a five-minute introduction that's total social proof before David Copperfield's show starts.

It shows all the TV shows that he's been on. It shows all the references to David Copperfield; whenever anyone's referencing a magician and they use David Copperfield, there's that. It shows David Copperfield on the Jay Leno show.

So again, it's a ton of "Hey, this guy is important!"

But at the very least, what you want to have, beyond a shadow of a doubt, is a very, very powerful introduction, whether it is written or whether it's a multimedia introduction.

Getting Your Energy Right

Okay, now you've got a great introduction and are about to walk out onstage. You must have the same energy as you walk out onstage as your introduction builds up for you.

So, if you've got this powerful introduction and you're a dud out onstage, it will sap the energy from the room. (Again, by "stage," it doesn't necessarily mean a physical stage; it could be standing in front of a group of people.)

The more you're onstage, the more you can instantly read the audience's energy. You will be able to feel it in your body.

Now, initially, you won't because you'll be very, very concerned about your presentation. But as you get used to this and the more you do it, you'll feel whether it's heavy or light energy.

In a recent presentation I did, the seminar, quite frankly, didn't live up to expectations. It was my turn to speak – I wasn't running the seminar; someone else was running it – I was one of the speakers. When I stepped out onto the stage, I could feel the heavy energy of people's disappointment and, in some cases, discontent with the seminar.

So, getting them to participate and the things we value discussed sensation was much more difficult. It felt like literally heavy lifting.

So, it must be if you build up your energy, stepping out on the stage.

Let's talk about that. What do you need to believe about yourself?

What belief system must you believe before stepping out on the stage?

The belief system we've already discussed is **that you offer something of tremendous value**, whether a product, service, idea, or movement.

You must know without a shadow of a doubt that what you're going to speak to this audience has transformative power, and they must understand it. You shouldn't think, "Hey, you should be listening to this. Hey, this is some pretty good stuff."

Instead, it must be: "You must be listening to this. This is so important. This next hour is the most important hour of your life."

Now, you can say that to the audience as part of your introduction, what you say when you step out on the stage, or you can just say it to yourself, but more importantly, you need to believe that.

Using Texture in Your Presentation.

There are going to be times when you're going to be fired up like I just was, and there are times when you're going to be quiet.

Sometimes, you go down on one knee and speak to the audience in almost a whisper.

There will be times that you pause just like I did because the pause draws attention.

You don't want to be one note.

You don't want to be one note when moving on the stage. You want to avoid jumping around the entire time. You don't want to be on fire the entire time. There must be texture.

When you're telling your story of pain and struggle before the transformation, they've got to feel that pain.

For them to feel that pain, you've got to feel that pain, and when you feel that pain or you feel that happiness, or you feel that joy, or you feel that thrill, or you feel that depression when you're telling the story, if you feel it, your stage movements will reflect it.

Yes, this is like acting; the best actors aren't necessarily acting; they're feeling. They're becoming.

One of the methods I've studied is that of Stanislavski, a famous acting teacher. He had his students become the characters. Become the character. So, feel the emotion, and when you naturally feel the emotion, you will naturally move in the right way. Stage movement is important. You want to move on the stage. You want to look at all the different parts of your audience. At some point, you want to stop to make a key point. Other points: you want to walk over to the other side of the stage and look at people.

Make Eye Contact

Here's an important concept about hypnotic eye contact: regardless of the size of the group you're speaking about, you want everyone to believe that you have looked them directly in the eyes at some point during the presentation.

Now, how do you do that?

Well, if you're before 1000 people, it's kind of tough to look everyone in the eyes. But you can look in a general direction, look at someone directly in the eyes, and the other people will believe that you're looking at them directly in the eyes.

Great rock stars are excellent at this. I recently saw Bruce Springsteen, and I could have sworn Springsteen was singing right to me at one point. That Springsteen probably couldn't even see me because of all the lights.

But he had it down because that makes an emotional connection.

Get Off The Stage

The next thing about stage movement is getting off the stage into the audience, walking down the aisle, touching people appropriately, standing by someone, and putting your hand on their shoulder. All of that has a tremendous amount of power and gives you control.

Walk down the aisle, walk to the back. Make people turn around to see you; it's fine. Touch people, not just emotionally but physically.

You'll often find that the people you touch are those who are moved and those who buy, but you will also find that even if you don't touch – you can't if there are 1000 people.

You're not going to touch everybody; that would be weird. But people can feel it even if they're not the ones being touched. So, move off the stage.

Again, make eye contact with everyone. So, so important.

Be Entertaining

I want to end this section with something critical: you must make your presentations entertaining. We briefly discussed this somewhere else in this program, but I must reiterate it.

Your presentation must be entertaining.

You look at some of the best preachers, television preachers. They're telling stories; they're entertaining. They're funny; they're adding in-jokes.

Who gets paid more, an entertainer or a teacher? An entertainer.

But now you're saying, "Now, wait a minute. Dave, I'm not funny. I can't tell a joke if you asked me to. I couldn't tell a joke if you wrote it for me, and I practiced it over and repeatedly."

That's okay because there are other ways to add entertainment value to your presentations.

Use Humorous Images

Visual images are one of the easiest ways to add entertainment value to your presentations. We talked about using visual images and the importance of that in your presentation, in your PowerPoint, or your keynote. Include funny visual images.

I do a presentation where I'm talking about marketing, and one of the things we talk about in the presentation is the importance of ensuring that you're targeting your marketing to the right audience.

If you're selling carpet cleaning services, you want to make sure that you're selling to people who live in nice homes and can afford and want carpet cleaning.

You don't want to sell it to someone who's got their car jacked up on cinderblocks in the front of their house, and they're sitting on a porch, drinking a beer.

That's probably not the right target market for you. I preface the visual image I show – I'm already laughing, thinking about it – I tell the audience, "I apologize in advance for this image." I click it, and the image is of this guy with his pants unbuttoned, with a ginormous beer belly hanging out, slugging down a beer. It gets groans, and it gets a laugh.

Now, I didn't have to be a comedian; I didn't tell a joke. The visual image made the audience laugh, thus making it entertaining.

Now, in our live training, and if you ever get an opportunity to come to one of our live trainings, we teach you how to really, really incorporate humor and tell humorous stories – not necessarily jokes but humorous stories – properly.

It's beyond this scope because it concerns your voice inflection and things like that, so we do that during our live training. But again, using visual images is a very, very simple way to add humor to your presentation.

Have Fun

Another way to be entertaining is to fully engage in what you're doing and have fun with what you're doing regardless of your presentation.

So, the way you deliver, the way you say things – doesn't necessarily have to be a joke, doesn't even necessarily have to be a visual image, doesn't have to be a magic trick. All those things, though, are great. A lot of it's just in your delivery and that you're having fun. And suppose you're having fun with your audience. In that case, that fun will translate to them because, as I said before, selling is a transference of emotion.

Conclusion

In this book, I've shared how you can craft a presentation you can deliver on stage or online and sell more of your products or services faster and more efficiently than ever.

But I want you to get this one thing, and I want you to embrace it because if you do, it is a game changer.

You *can* double or triple your income when you become someone who can influence masses of people.

You know the secrets and have the formula.

Now, use what you've learned.

I look forward to having you attend one of my small group workshops, join my Inner Sanctum VIP membership, or invite you to apply for my Elite mastermind group.

Kick butt, make mucho DEEnero!

Dave "The King Of One To Many Selling" Dee

For ongoing education in webinar marketing, speaking to sell, one-to-one selling, and underground influence strategies, go to

www.davedee.com