

# PRESENTATION GUIDELINES

**Ready to record your presentation? Read over before getting started!**

## FORMAT FOR SUBMISSION

1. Each presentation should be **20-25** minutes long
2. Filmed **HORIZONTALLY in 1080P format.**
3. **Saved to a google drive & uploaded into the Presentation Questionnaire.**

They're meant to be more friendly and casual, rather than perfect and structured. We want our attendees to learn something valuable, while having fun in the process. And, we request that you include a "demo" of some type for a portion of the video.

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

Cooking Demonstration

Combo Slideshow + Cooking Demo

Instructional video

Workshop

"Wild Card" creative ideas welcome! Contact me!

Your presentation should include strong, actionable content and provide a transformation for attendees, moving them closer to **getting dinner cooked on a busy weeknight**. Here's the suggested format:

- 3-minute or less introduction
- Topic overview
- Where people go wrong and tend to **struggle with cooking dinner during the week**
- Teaching section
- A challenge and specific action steps to give a transformation
- Up to a 3-minute pitch\*
- *Throw in a few* questions for attendees to answer in the chat box to boost engagement
- ***Please mention the product you're including in the All Access Pass & how helpful it is!***

\*You are welcome to pitch either a free or paid product. To get the most from your presentation, I recommend creating a **freebie** that helps them move toward the transformation you're focused on. There will be a spot on the Presentation Questionnaire to add the helpful document. I'm happy to make it a quick downloadable PDF, or it can be a link to a landing page for you to capture the email & send the download directly to them via email. Both options are great!

Having something **directly related to your presentation** that gets attendees closer to the goal they're interested in will perform better than an unrelated freebie or paid product. I encourage you **hook your freebie up to a tripwire** (thank you page with a product you're selling), so you can start making money off of your presentation right away.



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

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Delish