

# Mastermind Network

## Speaker Prep Guide



### Ten Minute Talk™

3 Phases →

1. The Intro

2. The Unveiling

2. The Wrap Up

**Mastermind Networks 10 Minute Talk:** *A prepared 10 minute powerful breakthrough presentation focused on a single topic or idea worth at least \$250k that is compelling, persuasive, and immediately useful for the listeners.*

## **Congratulations and Welcome To The Mastermind Network Group!**

We're happy to welcome you as our guest to deliver a prepared Mastermind Networks Ten Minute Talk.

Why this guide? This guide will answer general questions, outline expectations, and help prepare you for your presentation.

### **The Mastermind Network 10 Minute Talk**

**What is the 10 Minute Talk?** – a powerfully prepared 10 minute breakthrough presentation focused on a single topic or idea worth at least \$250k that is compelling, persuasive, and immediately useful for the listeners.

**Why only 10 minutes?** - A 10 minute burst” forces you to convey only the most important information about your topic or idea.

### **What You Need To Know (Expectations)**

- You will be held to a strict time limit, so please be prepared to end on time. Included with this guide is a handy one page prep guide to help you prepare). A countdown timer will be placed within your view from the stage at all times

and you will be queued to wrap up at the 1 minute mark.

- We’re here to help you! Please feel free to contact Brad at 770-531-9500 with any requests you may have.
- Your presentation topic and outline must be approved in advance and is due 2 weeks before your live presentation, along with your powerpoint/keynote presentation.
- Please send a current **SHORT, ONE PARAGRAPH** BIO and high resolution headshot (at least 300 dpi) to Brad Lloyd at [Brad@AtlantaMarketingCenter.com](mailto:Brad@AtlantaMarketingCenter.com)
- Any handouts, books, courses you would like to share with the listeners must be pre-approved.

### **How To Prepare (Tips)**

- To create a memorable 10 Minute Talk - Reveal something extraordinary. Something the audience will remember forever. But make it focus on one unique aspect of your topic or idea. Don't try to cover too much because that will only confuse people and you will not be able to convey your true message with the limited time frame.

- ❑ **Be specific** - tell stories. Engage the listeners by having them imagine the possibilities. Be personal - it helps the audience to relate to you.
- ❑ **Share what you've learned (but don't preach).** Acknowledge what you've learned from your experience so you avoid coming across as a know it all.

- ❑ **Have a take-away message** that invites people to think a little differently about something.
- ❑ **Share, but don't boast.** No one likes to listen to EGO MANIACS.
- ❑ **Get emotional** - connect with the audience by making us laugh or cry!
- ❑ **No selling from the stage.** Unless we have specifically asked you to,

please do not promote your company or pitch your products or services.

- ❑ **Try not to read on stage.** You need to be connecting with the audience, not reading from a piece of paper, a book, or a notepad. That's one sure way to disengage the audience.
- ❑ **Do rehearse ahead of time...** for timing, clarity, and impact. Practice first with the clock counting up. This will help you refine your presentation. Do this because if you go over, you need to know HOW MUCH you're over. Do not practice your presentation while staring at the clock because you need to give your presentation a full go through in it's entirety so you know how much you need to trim. Keep practicing until you're consistently within 10 minutes. Then... once you're within the 10 minute timeframe, begin practicing with the clock counting down. Calculate where you need to be in the content in 3 minute increments. You should know where you should be at 3,6, and 9 minutes with 1 minute wrap up = 10 minutes. You should know the slide you should be on and what you're saying so that you will know immediately from the stage if you're on time or running over.

- **Videotape yourself!** Easily done with an iPhone or video camera. It doesn't need to be the best set up — just enough for you to feel something's at stake. It also helps you get used to looking at the camera, and you can review the video to look at your stage presence, eye contact, gestures, and also identify any expressions that need modification. Plus, you can go back and listen to the audio and add the best snippets to your notes!
- **End your talk on time.** Not ending on time is taking time away from the people that follow you. It's rude and we will not allow it.

### **Making Your Presentation Great**

***Less is MORE*** - A single, strong, graphic image or one elegant, succinct line of text will tell your story better than a cluttered collage of photos or a packed paragraph. Remember, people need to process everything you're SAYING while simultaneously absorbing your slides. Rather than one complex slide, show several slides, but each with only ONE idea, ONE image, or ONE point. See the following slide examples...

