



The 12-Second Elevator Pitch

Plus A Bonus:
The BoldPoint Now
Presentation Starter Guide

The 12-Second Elevator Pitch Fast Track Guide

You're on! You've got 12-seconds.

Your Point of View

Write below one great sentence that explains what your start-up, company, idea, or organization does. This is your, or your company's, unique point of view, or "brand voice." Here are three examples: "We're all about helping people fund their dreams through crowdfunding." Or, "We're all about the highest quality widgets." Or, "Our business helps company's maximize sales."

Write Your Sentence Here:

How it Works: The Solution – In Brief

List three things that make your solution different from everyone else's, or from your competitors' offering. An example: "We help maximize sales three ways: through technology, the personal touch, and customization." Remember, just three points, no more.

Write Your Three Solution Points Here:

The Presentation Starter Kit: Stand Apart Right Now!



The Complete BoldPoint Now System

Available online with 20
learning videos, three books,
workbooks, and complete
support

LEARN HOW TO BE A
POWERFUL PRESENTER FAST

WWW.BOLDPOINTNOW.COM

Three Presentation Secrets That Will Instantly Improve Your Next Presentation

Page:
2

Point of You – Shows You How to
Develop a Strong Point of View
on Subjects that Matter to you

Page:
6

A Three-Part Story Is What the Pros
Use -- Are You?
StoryPilot Guides You

Page:
8

2-Quick Slide Design Tips Anyone
Can Master: Become a *SlideStar*



“Point of View Guides Everything”

How Do You Find Your POV?

A strong point of view is what guides every good presentation, sales pitch, or debate. Without a point of view, presentations have no destination. Audiences want to know what you think, and they want to be led. As a presenter, it is your job to take them on your journey.

Point of You™: How to Find, Create, and Own Your Point of View

The first step in creating a powerful presentation, idea, or sales pitch is to have a unique point of view. You don't want to deliver a boring, clichéd presentation to an audience that is looking to you for inspiration and insights, do you?

The goal of any presentation is to surprise and persuade people with your ideas, to win them over to your side, to move them to action. You don't have insights? Of course you do, everyone has insights and great ideas to share.

It's a matter of uncovering them through the BoldPoint development process, something we call Point of You™ or P.O.Y.™ Training. Finding your Point of You™ is the first step in changing the way you communicate, sell, and transmit values in a powerful, persuasive and memorable way.

The Point of You™ Process: P.O.Y.

Point of You™ is a 10-step process that will enable you to fully develop your position in any subject area. You may be, building your brand strategy. You might be developing a sales pitch. You might be preparing to become the smartest guy or gal in the room at an upcoming dinner party. The 10-Step P.O.Y. process is the starting place for creating powerful communication.

Without a strong point of view (that is, the direction you want to lead people) your presentation will float along aimlessly, like a rudderless ship. Without a clear destination you will leave your audience unconvinced about what you are saying and uncertain as to what you want them to do. You are, after all, presenting something to them that you feel is important and you want to shift their consciousness somehow -- otherwise, why present at all?

Point of View is like the rudder of a ship. Without it, your presentation will drift, but with one you will easily and professionally guide your audience to your destination.



Lead Your Audience

All great presentations have a point of view, a three-part story structure, personalization, and impactful visuals. But it all starts with the Point of View – the Point of You -- this is what audiences want to hear.

Even if you are just reporting out dry facts and data such as quarterly results, you can energize them in a compelling, emotionally involving narrative that gives value and meaning. Your audience will clearly understand the point you are making—and why you are making it. This is where your power comes in, this is where your point of view adds value, and this is where you resonate with people.

In the BoldPoint coursework, Point of You™ is the starting place. There's more, though. With our StoryPilot™ and SlideStar™ systems you will package your Point of You™ into a stimulating, visually appealing presentation. You'll learn all three steps during our day-long seminar, or in our BoldPoint Now book series.

10-Steps to Creating A Strong Point of View

When you participate in the BoldPoint courseware, you will learn each step of the 10-Step process, from finding your subject to personalizing it and then ultimately refining it into a concise, one-sentence, bold statement that acts as the foundation of your story and presentation.

In the first few steps of the P.O.Y. process you will develop your subject and mine your personal experiences, then weave them into the narrative of your presentation.

All great presentations have a personal stake in them. People want to hear the stories that have moved you - the events that have made an impact on you. You can find personalization in every memorable speech and presentation.

Point of View is not opinion. It is the sum of your personal experience, research, proven cases, expert support, and third party endorsement. You have something to say and people want to hear it.

Through the P.O.Y. process you'll unearth the personal experiences that have made you who you are today. You'll fold them into the narrative of your presentation to create a powerful and persuasive means of communication.

Not every presentation should be life changing, but every presentation must be built around a distinct point of view, a solid direction and a forward-looking vision that is interesting and of value -- that sets you apart.

Building Credibility: Support Your Personal View With Current Events

One of the most powerful ways of driving home your point of view and making it stand out is to provide relevant current events and themes that support it. The benefit is that your point of view comes across as not only timely, but also infused with immediacy.

As part of the P.O.Y. process, you will learn how to fold current events into your story and point of view. Another benefit of weaving current events into your story is that it provides credibility through third-party endorsement--that is, endorsement from respected authorities such as *The New York Times*, *Wall Street Journal*, *Time Magazine*, and others. The effect on your audience will be palpable: you are not alone in your thinking and your point of view is backed up by the current events and culture.

Refine and Focus: Getting Precise with Your P.O.Y.

Once you've developed your initial point of view, you will refine it with a laser-like focus. You'll do this by using techniques that will find the right words and phrases, analyze them, build upon them, and edit them. These key words and phrases serve as the anchor for your story and presentation -- these are the

guiding words that will get you to your destination. This dynamic point-of-view-building process is critical to making your point of view come to life, to be meaningful to you, and to setting the tone for all that will follow in the later stages of the process and in creating your powerful presentation.

Research: Another Layer of Credibility

Now that you've refined your point of view to its very essence, we'll take you through some fast and simple steps that add yet another layer of credibility to your point of view -- outside research.

It is easy to find supporting research on most any subject. Whether the source is a think tank, a private research firm, a media study, or government organization, solid research is critical in quelling any naysaying there may be about your point of view -- and there will be doubters, always. By having layers of support, third-party statements, and outside research backing up your personal experiences, you create a compelling argument that is founded on much more than just opinion -- you have a strong point of view backed up with facts and credible third parties.

BoldPoint shows you where to find this research, how to artfully use it, and how to package it in your story and presentation. This is a critical and often overlooked part of any presentation and makes a compelling argument for your point of view in terms of reasons to believe, attributes and benefits. It builds trust, and provides a powerful case for change.

Get Notable People Behind Your P.O.Y.

As with research, a quotation from a well-known figure can add another dimension to your story. Imagine having Winston Churchill on your side? Or Teddy Roosevelt? Or JFK? Or Martin Luther King, Jr.? A famous quotation adds another layer of power to your already strong case. BoldPoint shows you where to find quotes that fit, how to incorporate them, and how to use them artfully in your presentations.

The BoldPoint Now System is the only communication process that takes you from point of view to structured story to high-impact visuals – three easy steps toward becoming a communications powerhouse.

“Imagine having the greatest minds ever on your side?”



Photo Credits: CDG Europe

The Final Case: Using Real Examples To Drive Your P.O.Y. Home

In the end, your audience wants to be shown that your ideas will work. They are looking for real-life examples, and you will provide them. BoldPoint takes you through the process of developing real-life cases that are appropriate to your story and argument.

It may be a case study about a company, an organization, a person, or a process. You'll learn how to package and present it in a way that makes your point of view even sharper. It just one more way to eliminate any doubt that your point of view has merit, power, and warrants serious consideration.

Through the BoldPoint process, you will identify company and personal case studies that substantiate your narrative. The combination is a powerful one-two punch in refining and solidifying your P.O.Y.

Step 10: Your *Point of You*™

By Step 10 of the P.O.Y. process you will have three core insights on your subject, insights that were always there, but were never brought to the surface.

At Step 10, you now have your point of view nailed down tight. You have case studies, research, and notable people supporting it, and you are ready to tell it to the world. You worked hard to get to this stage, and it was worth it. Now you have something to say that is clear, focused, and real.

You've got a point of view on the subject. Next, you'll package your point of view into an informative, visually interesting, entertaining narrative that resonates with your audience and provides a game plan for change.

Tell Your Story to Win! Create Great Slides That Wow Your Audiences

In Part 2 of the BoldPoint program you'll learn strategies and tactics for delivering your point of view and "Telling Your Story to Win!" through the *StoryPilot™* process. In Part 3, we'll show you how to artfully present your story with powerful slides and presentation techniques using our *SlideStar™* toolkit.

We'll take you through state of the art theories and methods, and provide dynamic templates, visual elements, and

**"A story structure
changes the way you
build presentations
forever."**

You Need a Strong Beginning, Middle, and End If You Want A Powerful Presentation

In the past decade, there has been a growing recognition in the business community of "story" as a powerful and persuasive tool for communication. If you want to stand out from the pack, turbo-charge your career, transform audiences and yourself, or change the world, storytelling is the way to do it. There are many books on the subject, too, like Paul Smith's "Lead With A Story" and Annette Simmon's "Whoever Tells The Best Story Wins," to name just a few. But few explain how to make this work in business presentations.

It is likely you have never thought about infusing story into your presentations. You are not alone; few have. This is without a doubt the single greatest crime—and opportunity—in presentations today.

Generally, not one thought is given to "the story" of the presentation and substantially less thought is given to point of view. Most effort generally goes into filling in the templated "slideware" slides and making the visuals look acceptable. Yet, the greatest presentations you've seen all have used some form of classic storytelling. They also touched you on personal and emotional levels. They had to in order to be effective and to have reached you. By having the speaker offer personal insights and experiences on the subject, they make it authentic – and that is where true storytelling power rests, in authentic personalization.

Does every important presentation require a story structure and getting personal? Yes. Does every report or document you present have to be structured in nice, tight "acts," like a play? Probably not, but it would make them much more powerful even with just some minor application of these techniques.

Selling is About Persuasion. Persuasion is about Emotion. Story is Emotion-based.

Learn how to tell a business story in BoldPoint Now's StoryPilot. Out soon in ebook stores everywhere. Or get the PDF version now at www.boldpointnow.com.



“StoryPilot Gives You Three Easy to Use Story Templates. It makes storytelling easy.”

Whether You Like It Or Not Your Audience Wants to Be Taken On Journey.

If You Want to Sell Your Ideas You Need To Tell Them A Story

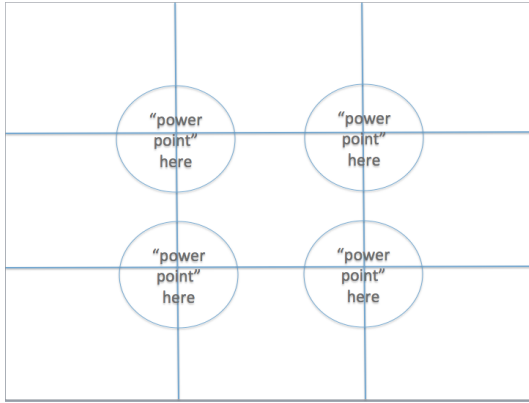
If you want to shine, if you want to connect with people on a deeply human and emotional level, if you want to persuade someone to buy, if you want to help people see your point of view – or if you want to change the way the world thinks – you better set up a story structure and be willing to get personal about it. Stories are built into our DNA, but they are rarely built into our presentations.

In this book we will guide you through three story structures—Chronological, Spatial, and Inspirational—while providing new techniques that simplify the structure, lay out your “acts,” detail your solutions via a “Idea Planes,” and maximize the impact of each element from beginning to end. These three options will cover 80 percent of your presenting needs. Of course, as you get better at storytelling we urge to learn more about the process through other books and courses. You can easily make a lifetime’s study of this subject.

The ultimate goal of the StoryPilot™ approach is to create a fast track to the most widely used and powerful storytelling devices available, so you can find your story and get it up and running in your presentation in no time. And, like a Hollywood scriptwriter, you will decide which of these three options best suits your needs and your audience.

Learn more at <http://www.boldpointnow.com>

2 Quick Slide Design Tips Anyone Can Master Right Now!



Tip 1: The Power Point Grid

Using the "Rule of Thirds" grid place text, images, and charts on or near the "power points." This creates a natural tension and dynamic in the slide you cannot get with template formats.



A FIVE YEAR LOOK AT APPLE
PRODUCTION TRENDS

Next, by "stretching" the apple photo across the full slide, inserting text boxes over it, but still placing key elements on "power point" spots it makes for a high impact visual.

You want better slides, right?

Most people come to BoldPoint looking for better slides. This is great, but great slides will only get you so far. The two most critical first steps in creating powerful presentations are finding a strong point of view and packaging it into a story structure. Better slides are better than nothing. But as you may have guessed by now BoldPoint's philosophy is that a powerful presentation is more than just a collection of well-designed slides, it requires all three elements: point of view, story structure, and then great slides.

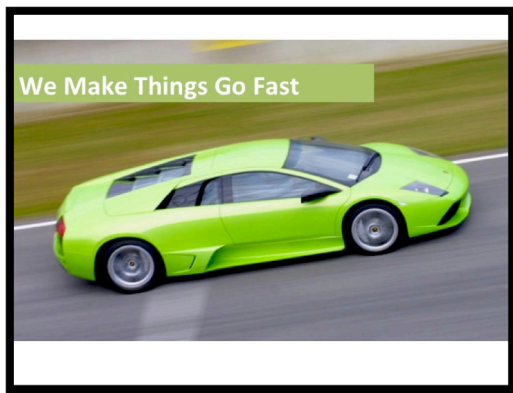
We've seen many presentations with great slides that still left audience members muttering in displeasure. In fact, a presentation that relies solely on dramatic slides is worse than a presentation with a strong point of view and story structure -- with lousy slides. Great slides must be in support of a great story and a guiding point. Without those two elements, great slides make for an awfully hollow experience.

I've been there. I've failed numerous times presenting what I thought were great slides only to have a client say at the end: "Those were nice slides, but...."

This is when you know too much time was spent on "wow" visuals and not enough time spent on a strong point view, ideas, and story structure. I have learned over the years that content is number one, while dazzling fireworks on the screen are far down the list. If you have both, that's win you become a powerful communicator.

"SlideStar has design secrets that will make your slides dazzle."

Tip 2: White or Black Background?



White and Black backgrounds are both effective, as seen in slides above and below. The trick is to know if you have a light or dark room to make the right choice.



White/Gray/Black Background Insights

White (or light gray) gets a bad rap as a background color. One reason: it seems so plain.

With the right graphics and images, white can be the most powerful and professional of background colors. Think of your own big flat screen television screen and the many commercials you view on it. Most advertisers use high-resolution white as the background. Few use black. Why? Producers know white “pops” all the colorful text and images while black does not, especially since most people watch their television screens in well-lit rooms. It may also be that PowerPoint (and other tools) has such a variety of colored templates that would-be presenters just jump into something that they think looks more hip, or not as overused.

The main issue with using white is the room you are presenting in: if dark, white can be brilliant or blinding. Brilliant if the design is right. Blinding if not, since the white tends to make people’s eyes squint. If the room is light, then white comes off much more naturally and allows for the on-screen words and images to come across cleanly, and not washed out.

White Tip: White background = white, bright rooms.

Black/Gray Tip: Black background = darkened room.

This is just the start. We can show you how to become a powerful communicator. And it’s easy. Let us show you how. Go to www.boldpointnow and get started.



SlideStar – Now
Available on Apple’s
iTunes iBookstore

BOLDPOINT NOW
COMMUNICATE POWERFULLY. SUCCEED.

Learn more at <http://www.boldpointnow.com>