

# PRESENTATION GUIDELINES

## READY TO RECORD YOUR PRESENTATION FOR THE SEO SURGE SUMMIT

Each presentation should be 30-40 minutes long and pre-recorded. 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.

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

- Slides
- No slides (just you talking)
- A combination of the two
- Tutorial-style - Share your screen and teach something practical

Please structure your content in a way that allows attendees to walk away feeling like they've really learned something, rather than a webinar format where they feel like they're missing something that they need to buy from you asap.

- 3-minute or less introduction
- Topic overview
- Where people go wrong and use the wrong tactics that doesn't have an impact
- Teaching section
- A challenge and specific action steps to give a transformation
- Up to a 3-minute pitch\*
- Include questions for attendees to answer in the chat box throughout to boost engagement

\*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've promised and complete your challenge and pitch that.** 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. Then, I suggest that you hook your freebie up to a tripwire so you can start making money off of your presentation right away. From there, add new subscribers to your funnel!

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