



Mentoring Program

Successful Business Building Steps

Course 7 Module 4 Lesson 5

Presenter's Outline & Template

Now that you've done your research and brainstorming, it's time to write out your presenter's outline. (Template Included)

My model is very simple:

3-5 minutes creating rapport, agreements and boundaries

- Get them warmed up and open-minded by sharing something about your journey.
- What inspired you to teach on this and WHY they should care?
- Testimonial stories about the topic you're teaching on.
- This is also a **great time to set boundaries and get agreements** on things like asking if you have permission to keep comments and questions on track.
- Be specific and ASK *Them* if it's okay for you to "redirect" if you feel that YOU are getting into the weeds or if anyone in the group happens to be sharing questions, comments or personal information that may not be of service to the whole group.
- By getting them to say "YES" now, you can avoid awkward moments of trying to reign in a "Chatty Kathy" or the "Emotional Evalyn" later.

5 minutes setting the stage for the topic

This is a great place to simply introduce the topic and *share a few questions* to get them started thinking about how the topic applies to them. (This is time when YOU are talking.)

- You see me do this all the time and I call it "stirring the pot!"
- All you want to do is get them to start tuning in to their OWN memories, beliefs and challenges with your brilliant, but generic, questions.
- It's crucial that you get past the EGO and get them in touch with their emotions about how they're suffering, settling, struggling.
- Watch to see when they start making notes.



Mentoring Program

Successful Business Building Steps

Course 7 Module 4 Lesson 5 (continued)

10-15 minutes for open discussion on the topic

This is when you get them thinking about, writing down notes about and, within reason, talking about their personal applications of the topic.

It's so SIMPLE when you use generic questions like:

1. When you think about topic or issue, what thoughts, feelings do you have?
2. When did this start? How long have you been dealing with this?
3. Have you ever wondered WHY you can't seem to get UNSTUCK about this?
4. What have you tried that didn't really work for you?

20-25 minutes tapping

Use THIER story pieces based upon their SUDs and just keep tapping.

- If possible, do several topics in each round. It takes less time and keeps more people engaged than if you address one person's phrase or story pieces.
- Be sure your handout has a place for them to put their own phrases and SUDs numbers. This is gold to a new audience. Seeing and recording how these numbers go down with their own eyes!
- After 20 minutes or so as you celebrate some of the shifts, start pivoting to the close where you help them "debrief" all they have learned and experienced. Ask them to "Please share your key tapping phrase, and the series of SUDs numbers."
- Be a great facilitator who keeps everyone on track and not going off on personal experiences or tangents. Let them know that in the interest of time, and to respect everyone's schedule, you really want to focus on what has shifted.
- Have a series of questions on hand that will get them to connect the dots between what they felt like when they began, how they feel now and what MIGHT BE POSSIBLE if they work with you to do even deeper work?

Describe before and after images.

What would happen if you could totally CHANGE this from (describe the problem and pain it is causing them) to victory over it (describe the transformation and how they would be thinking, feeling, showing up day-to-day if this was NOT a problem anymore.



Mentoring Program

Successful Business Building Steps

Course 7 Module 4 Lesson 5 (continued)

Final 5-10 minutes

Closing and Call To Action

- Review what was covered. Remind them that this ONE session (or one hour) is a fabulous and encouraging beginning. Remind them of HOW long they told you that they have been struggling with the issue: months, years and ask them to be gentle with themselves and true to themselves that they DESERVE to have complete healing and that you'd love to work with them even more.
- Make sure everyone is emotionally okay and physically grounded.
- TELL them the ONE thing they need to do NOW. (This is the Call To Action.)
- Don't let them do a disservice to their healing by settling for this appetizer.

What do they NEED next?

Book a session right now – and how?

Register for your next class right now – and HOW?

Instruct them on how to join your email list.

NOTE: If you plan to do a drawing for a free session, do it at the very end while everyone is there so everyone can celebrate and you can schedule the appointment.

I would always tell them in closing that my prayer is for their best and happiest life. And I tell them that I'd love to get to know them better and then I ask for their permission to CALL each of them within the next 48 hours using the contact information on their forms.



Mentoring Program

Successful Business Building Steps

Course 7 Module 4 Lesson 5 (continued)

Presenter's Template

Presenter Name:	
Topic:	
Presentation Length:	60 minutes

#	Outline:	Time Allotted
1	<p>Welcome, Agreements Overview & What We Will Do</p> <ul style="list-style-type: none"> • <i>The Topic</i> • • • The Tools (Handouts, Tapping, Support one another) • • Our Intention at the end of this presentation • 	<p>3-5 Minutes</p> <p><i>(This is all about Rapport!)</i></p>
2	<p>Setting the Stage for the Topic</p> <p>Introduce the topic with the handout and “Stir the Pot”</p> <p>YOU facilitating helping get them in touch with the issues and EGO verdicts.</p>	<p>5 Minutes</p>
3	<p>Open Discussion, Gathering Tapping Content</p>	<p>10-15 Minutes</p>



Mentoring Program

Successful Business Building Steps

#	Outline:	Time Allotted
4	<p>TAPPING: 2 minutes - What is tapping? Why it works. How to do it. SUDs</p> <ul style="list-style-type: none"> • • • <p>RETEST / adapt & address new phrases</p> <ul style="list-style-type: none"> • • • 	20-25 Minutes
5	<p>Pivoting to Review/ Debrief and Begin Closing</p> <p><i>Celebrations</i></p> <p><i>What revelations/insights did you have during the session?</i></p> <p><i>What remains to work on?</i></p> <p><i>What action steps are you willing to try now regarding _____?</i></p>	5 Minutes
6	<p>Final Closing & Call to Action</p> <p><i>Genuine gratitude</i></p> <p><i>What YOU learned</i></p> <p><i>Your Heart's desire to get to know them and work with them</i></p> <p><i>What they can do RIGHT NOW</i></p> <p><i>Prize drawing- permission to call them for feedback</i></p>	5 Minutes