



WHAT WILL YOUR PRESENTATION DO FOR THOSE WHO ARE LISTENING?

**What kind of words will connect to your audience best?
Benefit words: Which ones work for your message?**

Check all possible audience benefits listed below that you expect to offer in your message. Write any others in the space provided at the bottom of the page.

- | | |
|------------------------------|------------------------------|
| Save money | Reduce stress |
| Become more competitive | Increase the odds of success |
| Save time | Improve status |
| Look good | Build wealth |
| Obtain peace of mind | Be better athletes |
| Lose weight | Improve lives |
| Achieve success | Become better parents |
| Become more profitable | Strengthen relationships |
| Increase energy level | Earn better grades |
| Improve health | Raise scores |
| Improve image | Raise more money |
| Add to sex appeal | Negotiate more successfully |
| Conquer fears | Learn to improve |
| Feel better about themselves | Other |
| Deal better with employees | |

HAVE ANOTHER TYPE OF BENEFIT?

If you chose 'Other', write your benefit words here.

Some benefits in your message are more obvious than others. The options you can check off below are considered additional **Direct Benefits**. Which of these type of benefits are you delivering?

- | | | |
|---------------|-------------|----------------|
| Comfort | Health | Problem solved |
| Convenience | Improvement | Safety |
| Enjoyment | Less work | Satisfaction |
| Entertainment | Money saved | Other |

If you put Other, describe the direct benefit in the box below:

MORE POSSIBILITIES?

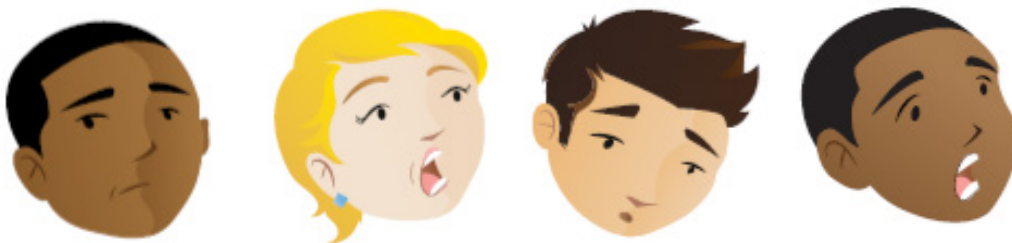
This last set includes Indirect Benefits which may aptly describe what you're bringing to the table. Check off all that apply.

- | | |
|--------------|-------------|
| Affection | Popularity |
| Appreciation | Prestige |
| Approval | Promotion |
| Belonging | Recognition |
| Friendship | Respect |
| Pay raise | Other |

If you put Other, describe the indirect benefit in the box below:

Next, what kind of problem and worry words could you put into a question to drive the conversation or presentation in the direction you're seeking?

What is your audience or prospect worried about? How will your message help them overcome the challenges or concerns? Which of the words apply to your situation?



TRY USING THE PAIN POINT VERBS IN THE QUESTIONS BELOW TO TRIGGER INTEREST IN YOUR AUDIENCE.

Fill in the answers that pertain to your product, service, report or proposal in the box below:

- Are you frustrated with ...?
- Are you disappointed with ...?
- Have you ever felt alarmed about ...?

HERE ARE MORE POINTED QUESTIONS TO TRY OUT.

Fill in the answers that pertain to your product, service, report or proposal in the box below:

Are your clients/Is your team nervous about ... ?
Is your family/community frightened about ...?
Are you upset at ...?

HERE ARE MORE POINTED QUESTIONS TO TRY OUT.

Fill in the answers that pertain to your product, service, report or proposal in the box below:

Have you felt concerned about ... ?
Are you worried that ...?
Are you uncomfortable with ...?

WHAT BENEFIT WORDS OR PROBLEM QUESTIONS WILL HELP YOU CONNECT TO YOUR AUDIENCE OR TEAM?

Here's how to create a Summary of chief benefits (words) and problem-solving (questions) you expect to include:

1. Look through the exercises you just completed in this 1.4 PDF for what you checked off as **benefit words** and the **pain questions** or challenging questions you asked. You'll be storing these words to later access and strengthen your persuasive presentation in the steps ahead.
2. Summarize the chief benefits you're offering based on what you checked in this section in the box below – both direct and indirect benefit words.
3. Then, write the "pain" or "problem" questions below you're posing to reveal the challenges you're going to help your audience or team overcome.