

# Powerful, Persuasive Presentations

with Patricia Fripp

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## Online Presentation Skills and Sales Presentation Training Course Outline

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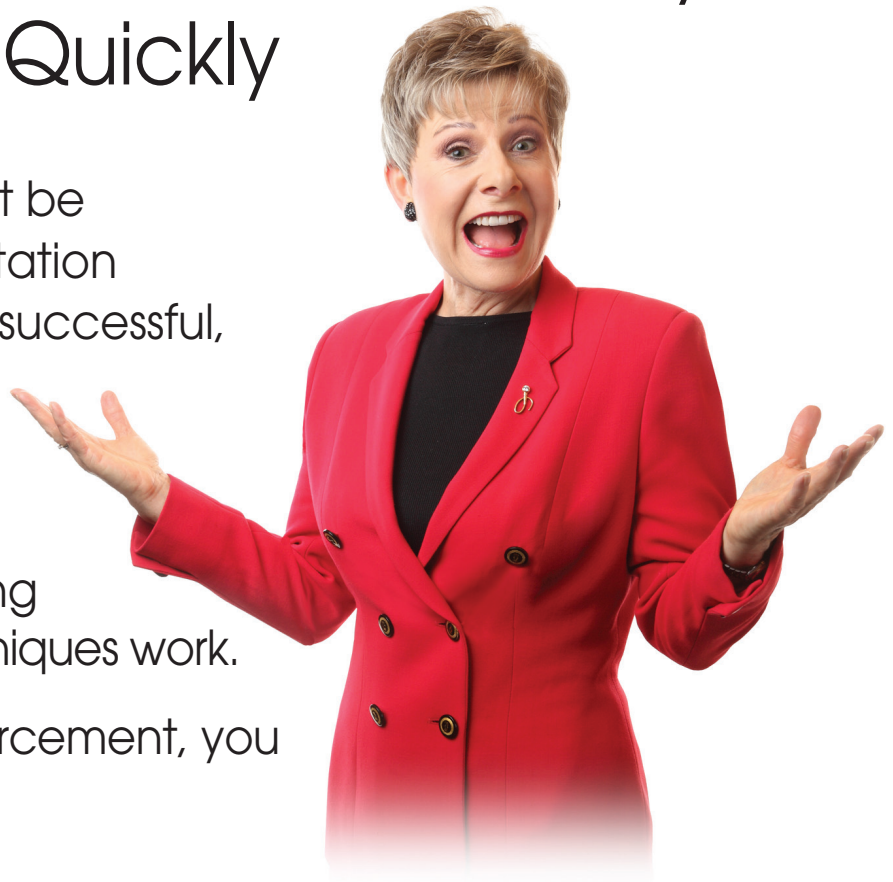
### Become a Great Presenter Easily, Conveniently, Quickly

When your message must be memorable, your presentation powerful, and your sales successful, FrippVT can help.

In the boardroom, seminar hall, conference center, or when presenting online, our speaking techniques work.

With repetition and reinforcement, you

- Transform sales results
- Build leadership skills
- Accelerate career success



# FRIPP VT

## **A Welcome Message about the Patricia Fripp Powerful, Persuasive Presentations**

Congratulations, and thank you for your interest in our Powerful, Persuasive Presentations courses.

Your interest proves you realize the potential strength of good public speaking ability. There are many courses here designed to help you develop powerful, persuasive presentation skills. However, to be able to take what you have learned to the boardroom or the stage requires repetition and often a level of accountability. That is where your relationship with FrippVT is an advantage.

Becoming a great speaker or presenter is not rocket science. However, it is a lot more complex than most individuals realize. At FrippVT I have done my best to simplify and demystify the process of designing a presentation for anyone who needs to speak in public.



It does not matter if you are a novice to public speaking, an experienced CEO, top sales professional, or even a highly paid professional speaker. FrippVT courses can help increase your effectiveness. One of the best reasons to invest in FrippVT is because of the way it suits busy professionals like you. Repetition, reinforcement, and retention get you the results you want.

When you experience presentations that can make a difference in your career, it is important to have opportunities to revisit the training and have it reinforced. The convenience and impact of having FrippVT available 24/7 cannot be underestimated.

Use FrippVT as an ongoing training resource or in combination with in-person training and coaching.

My suggestion for how to use FrippVT is focused on where you need the most help. If you are in sales, start with Course 10, "Superstar Sales Presentations." Or take the first seven courses in order and then the others based on your personal interest and priority.

With Fripp VT, you have 24/7 access to me, your very own executive speech coach and sales presentation skills expert. In fact, why not consider me your new best friend?

A handwritten signature in black ink that reads "Patricia Fripp". The signature is fluid and cursive.

Patricia Fripp

Hall of Fame Keynote Speaker, Executive Speech Coach, Sales Presentation Skills Expert, Past President of the National Speakers Association.

# Powerful, Persuasive Presentations Course Outline

## **COURSE 1    Getting Started Developing Your Public Speaking Skills** (30 minutes)

- Chapter 1    Getting Started
- Chapter 2    What You Need to Know: The Basics
- Chapter 3    What Is the Magic? Speak from the Point of View of the Audience
- Chapter 4    The Creative Process: Where Do You Start?

## **COURSE 2    Finding Your Content: Discover the Treasure Trove in Your Life** (1 hour)

- Chapter 1    Once Upon a Time Technique
- Chapter 2    Look to Your Family Examples
- Chapter 3    You Get Paid for What You Know - Study Your Career
- Chapter 4    Attribute Meaning Where There Usually Isn't Any
- Chapter 5    Listen to Your Friends
- Chapter 6    Customize Stories for Your Clients

## **COURSE 3    Speech Structure: The Skeleton Under the Flesh of Your Words** (1 hour)

- Chapter 1    A Quick Review
- Chapter 2    Clarifying Your Central Theme or Premise
- Chapter 3    Understanding the Fripp Speech Model
- Chapter 4    The Body of the Speech
- Chapter 5    Options of Openings
- Chapter 6    Review, Q&A, and Challenge
- Chapter 7    Closing on a High: Your Last Words Linger

## **COURSE 4    Connecting to Your Audience** (45 minutes)

- Chapter 1    It's All About the Audience
- Chapter 2    Build Emotional Connection Three Ways
- Chapter 3    Engage Your Audience Before You Open Your Presentation
- Chapter 4    Engage the Audience by Your Preparation

## **COURSE 5    The Importance of a Good Story** (2 hours)

- Chapter 1    The Importance of a Good Story
- Chapter 2    The Not So Basic Basics
- Chapter 3    Enjoyed Any Good Conversations Recently?
- Chapter 4    Compelling Storytelling Can Be Learned
- Chapter 5    The Phrase That Pays
- Chapter 6    Tell the Story of the War Through the Eyes of One Soldier
- Chapter 7    Nobody Can Resist a Good Story Well Told

**COURSE 6 You Have Choices: Options of Openings - The Techniques** (1 hour 30 minutes)

- Chapter 1 The First Thirty Seconds
- Chapter 2 Find the Connection to Your Audience
- Chapter 3 Setting the Scene - Hollywood Style
- Chapter 4 Get to the Point Fast
- Chapter 5 The Power of Questions
- Chapter 6 To Quote or Not to Quote, That Is the Question
- Chapter 7 Start in the Middle of a Conversation
- Chapter 8 An Interesting Statistic
- Chapter 9 A Little Known Fact
- Chapter 10 A Startling Statement or Challenge
- Chapter 11 Set the Stage with a Story
- Chapter 12 Relate to the Situation, the Introduction, or the Introducer
- Chapter 13 When in Doubt, What Would Fripp Say?

**COURSE 7 Specificity Builds Credibility** (30 minutes)

- Chapter 1 The Quality of Being Specific

**COURSE 8 17 Techniques to Customize Your Speech** (1 hour 20 minutes)

- Chapter 1 Want to Double Your Fee?
- Chapter 2 Three Suggestions for Questions
- Chapter 3 Why Not Become an Industry Expert?
- Chapter 4 Make the Executives and Sponsors Happy
- Chapter 5 We Can Be Heroes for More Than One Day
- Chapter 6 The Customer Knows Best
- Chapter 7 A Nice Problem to Have: How Do I Top That?
- Chapter 8 Who Sends You an Invoice?
- Chapter 9 You Know Your Subject; Now Prove Your Flexibility
- Chapter 10 Is Luck Ever a Strategy?

**COURSE 9 Leadership Presentations: How to Inspire Action and Commitment** (1 hour)

- Chapter 1 The Stakes Are High
- Chapter 2 Is That Great Speaker Really You?
- Chapter 3 Warm Up before You Hit the Stage
- Chapter 4 Do You Really Have Plenty of Time to Build Rapport?
- Chapter 5 An Audience Will Forgive You Anything Except Being Boring
- Chapter 6 The Person Behind the Position
- Chapter 7 Appeal to Their Rational Self-Interest
- Chapter 8 A Speech Is Not a Conversation; However, It Needs to Sound Conversational
- Chapter 9 A Visual Aid Is Visual and an Aid
- Chapter 10 Rehearsal Is the Work; Performance Is the Relaxation
- Chapter 11 Learn from the Mistakes of Others

**COURSE 10 Superstar Sales Presentations: The Inside Secrets** (2 hours)

- Chapter 1 If You Sound the Same as Everyone Else, You Have No Advantage
- Chapter 2 What Do Poor Sales Presentations Really Cost?
- Chapter 3 Nobody Cares About You, Only about Solving Their Own Problems
- Chapter 4 The Skeleton Under the Flesh of Your Words
- Chapter 5 Connecting to Your Audience Two Ways
- Chapter 6 Nobody Can Resist a Good Story Well Told
- Chapter 7 It Is Not Your Client's Job to Remember You
- Chapter 8 Help! I Am Lost Without My PowerPoint
- Chapter 9 Taking Your Message to the Next Level
- Chapter 10 It Is Not Only What You Say; It Is Also How You Say It

**COURSE 11 How to Deliver a Dynamic Webinar** (45 minutes)

- Chapter 1 Webinars Are an Important Part of Business Communications
- Chapter 2 What Is Your Audience Going to See When They Tune In?
- Chapter 3 What Is Your Grabber Comment?
- Chapter 4 Now Is the Time to Introduce You
- Chapter 5 Let's Get Them and Keep Them Involved
- Chapter 6 Two More Important Tips That May Save Your Sanity

**COURSE 12 Reporting to Senior Management without Being Terrified** (30 minutes)

- Chapter 1 The Stakes Are Higher - Get Ready!
- Chapter 2 Eight Fripp Rules for Senior Management Presentations
- Chapter 3 Fripp's Four Don'ts and Three Where-to-Starts
- Chapter 4 Take It Home, Baby! The Principles in Action

**COURSE 13 Maximize Your Executive Overview** (5 minutes)

- Chapter 1 Clear, Concise, Credible

**COURSE 14 Maximize Your Networking Opportunities** (10 minutes)

- Chapter 1 All Speaking Is Public Speaking
  - 1 Arrive Looking Your Best
  - 2 Develop a Distinctive Signature
  - 3 Make Your Mother Proud
  - 4 Work Your Name Tag
  - 5 Develop an Unforgettable Greeting
  - 6 Make Your Introduction Apply to Whomever You Are Meeting
  - 7 Just Like You
  - 8 Take the Initiative to Start Conversation
  - 9 Volunteer to Be a Greeter
  - 10 Look for Opportunities to Be Helpful at Events
  - 11 Greet Everyone
  - 12 Travel with Your Own PR Agent

## **COURSE 15 Frequently Asked Questions and Quick Answers** (1 hour)

- Chapter 1 What Is the Best Way to Handle an Introduction?
- Chapter 2 Introducing a Speaker Known to the Audience
- Chapter 3 Practical Advice about Introductions
- Chapter 4 The Difference between In-Person and Online Sales
- Chapter 5 How Do You Overcome Nervousness?
- Chapter 6 What If My Clients Are Sloppy Speakers?
- Chapter 7 What Is the Best Way to Connect with an Audience?
- Chapter 8 Can You Give Me an Example of the Circular Speech Structure?
- Chapter 9 How Do You Stand and Move on Stage?
- Chapter 10 How Do You Make My Team Meetings More Exciting?
- Chapter 11 How Do You Successfully Copresent?
- Chapter 12 How Do You Copresent When the Other Person Is the Star?
- Chapter 13 How Do You Slow Down?
- Chapter 14 How Do You Sound Less Monotone?
- Chapter 15 What Do You Say When You Don't Speak?
- Chapter 16 How Can You Be Funnier?
- Chapter 17 How Do I Open My Presentation? Fripp Live Examples
- Chapter 18 How Do You Dress for a Presentation?

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### **Bonus Webinar Section**

#### **Presentation Skills**

#### **FrippVT User Meetings**

#### **Presentation Skills**

Benefit from the wisdom and advice of Patricia Fripp and her colleagues who are experts in sales, marketing, social media, and online meetings. Live events are arranged in 20 minute segments. We continue to add to these courses.

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Review frequently. The key to success is to incorporate the skills into your daily communications.

Remember, outside of the privacy of your own home,  
all speaking is public speaking!