

# Mastery Level Consulting

## What to Expect

**Perfect for: Experienced Instructors who are seeking to build (or refresh) a national business, or new and wish to create a professional career as a speaker.**

*No more than 2 presenters per quarter will be accepted for Mastery Level consulting.*

Your message and delivery of that content is what differentiates the average from those truly great presenters. We will focus on organizing and formulating your content and then work specifically on delivering your message with conviction that results in a power house engagement, regardless of the subject matter.

I will nurture your ability to craft compelling stories and analogies and deliver that story in a vivid, emotional way that creates a memorable moment with your audiences. You will release your hesitation to go "all in" when you see the impact of your honesty and ability to paint pictures with your words. By taking the attendees along with you on the journey, you build a connection that is magic, even if it is only for the moment.

Emphasis will be working on delivery and design of material for keynote or content for CE – PowerPoint®, video, engagement tools.

### Length of the Consult Period

3 months in duration. Sessions will run:

January 1 – March 31

April 1 – June 30

July 1 – September 30

October 1 – December 31



## THE PROCESS

During these months, our tasks would include:

1. Two 6-hour days via conference call, Join.me and Zoom technology for individual development of content that is directed by the speaker. Examples could be:
  - a. Presentation and Delivery coaching
  - b. Branding and speaking focus
  - c. Business Planning
  - d. Content development
  - e. Writing a book
  - f. Pricing of your services
  - g. Administrative – contracts, forms, software
  - h. Includes Join.me sessions to review marketing/ Power Point or handout content and layout. Speaker to provide in advance and will work on the layout/formatting, during the call. Referrals for graphic design or web design expertise will also be offered.
2. Speaker to present one 20-minute video per week of a live presentation or story delivery. Video will be evaluated and specific skill areas addressed as needed – concentrating on audience engagement, learning styles, humor etc.
3. Invitation to one on-site presentation and storytelling session based in Kansas City, MO once a quarter with only six attendees and will go for 1.5 days. High intensity interaction and instruction. If needed, work on instructional style in the class room. Travel expenses are the responsibility of the participant.

### Presentation Skills Coaching

When it comes to giving presentations in front of a group of real estate licensees and brokers, many people find themselves feeling intimidated and struggling when it comes to expressing ideas clearly and effectively.

Each month, instructors submit 20 minutes of video that shows them teaching. A one-on-one skills training session will be held each month using the video as a reference point. These discussions will focus on content delivery, audience engagement, use of technology and storytelling to enhance the presentation impact.

The goal will help you to inspire confidence in prospective associations and booking agents as they consider you for their next conference. Let me help you increase your skills to command attention and convey the vitality and confidence of a speaker who will deliver a program that will exceed their client's expectation.

### **Presence and Delivery**

Together, we will work to identify areas of focus to enhance your overall command of the room:

- Professional Appearance
- Posture - How to stand, move and use gestures
- Vocal strength, delivery and inflection, reducing verbal fillers
- Energetic engagement of audience members
- Front of room delivery vs Webinar or online training
- Removal of barriers between you and the audience
- PowerPoint® or technology utilization to enhance message delivery

### **Content Organization - Be Clear, Concise & Compelling!**

- Create dynamic outlines for clarity and concise delivery
- Determine if content is to motivate, update or educate
- Create corresponding materials as program supplements
- Develop a PowerPoint® template to be used in future programming and establish a brand.

### **Course Introduction & Outline**

This step defines your commitment to professionalism and presentation excellence.

- Selecting content and ideas that are relevant and hard hitting
- Practical ways to structure your presentation from beginning, middle and end
- Mastering the art of effective use of visuals and handouts
- Find and focus your unique message

- Have clarity and hone your insights and language for highest impact
- Create materials that support your presentation
- Find and tell stories that bring your message home – relevant, personal and enlightening
- Establish a genuine connection with your audience
- Be authentic in your delivery – the real you each and every time you present
- Go beyond the classroom and develop keynote material that inspires and touches hearts

### **Ala Carte Pricing – Fundamentals Consult Program Offerings**

- Ala Carte Pricing available for attending webinars and video review consult.
- Association discount pricing available.

**Ready to take the next step?  
Let's get started! Contact me today.**

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