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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Presenting Your Case**

**By John Colanzi**

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When you're putting your sales pieces together, you can learn a lot from lawyers.

Whether it's a defense attorney or the prosecution, the first thing a lawyer does is read the jury members.

He does his best to get inside their heads to determine exactly what will get them to decide in his favor. The best lawyers are great people readers.

You must learn what people's hot buttons are just as any good attorney does. Also like a good lawyer, you must realize your audience reacts on an emotional level.

When you're presenting your case you must grab them by their emotions.

He also appeals to all their senses. So should your sales letters.

If you're selling food, your letter should literally make them water at the mouth.

If you're selling opportunity offers, the reader should be made to see all the goodies their new found money will bring.

So how do the legal beagles accomplish this?

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They study every bit of the evidence. You should study your product or service as just as diligently.

Once they've gathered all the facts, they're ready to present their case.

Your headline should be as well thought out as their opening words. You should get your customers' attention as compellingly as they capture their jury's.

Once they've got a jury's attention they begin banging out the evidence. In the same manner you should be

banging out your offers benefits.

Bam ... Bam ... Bam!

Once they've grabbed the jury by their emotions and pounded out every point to make their case, they give their closing statement and ask the jury for the verdict they've made the case for.

The same applies to your sales letter.

Grab their emotions, pound out your benefits and build your case. Then you're ready to ask them to pull out their wallets and place their order.

Start presenting your case and the sales will come.

John Colanzi has been writing for the Internet for 3 years. He has shown hundreds of webmasters how to use mindset medication to join the ranks of the successful, prosperous marketers. Subscribe now to his "Street Smart Marketing Newsletter get over \$130 in Free Reprint Rights.  
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### **Presenting with a Partner**

**By Mike Faber**

#### **Presenting with a Partner by Mike Faber**

There are times when you'll share "the stage" with a business or personal partner. Perhaps one of you has a better grasp of technical or other aspects of your subject. Perhaps you are quite good at facilitating questions from the audience, or recording input on a flip chart for later use. However you

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choose to share presenting duties, resist the temptation to "just wing it." While sometimes these situations are impromptu, even five minutes to prepare will aid both your presentation and the audience. Here are some steps to insure that all members of a presentation group get the chance to show their best work.

1. Pinpoint why you're sharing the presentation duties. This should include a brief summation of the specific talents and knowledge that each presenter adds to make for a better audience experience.
2. Agree on how much time you'll need for the entire presentation.
3. Specify who will be doing what, and the time allotted for each segment. This sounds simple but skipping this step can sink the whole ship! You will want to know who is responsible for the introduction of your topic, introduction of speakers, body of the presentation, Q&A, summary and wrap-up. If you have supporting data, slides or handouts assign a person to manage distribution of that information.

Record your task and segment assignments and keep them handy as a reference during the presentation. Make sure you have a back-up plan in case you need to make changes at the last minute. Years ago, I presented a leadership development class to a group of 20 professionals. The final video case study was a real tearjerker, a plant manager who poured his heart and soul into his work and his employees. He literally cried on camera as he spoke of his devotion to his work force. With a riveting introduction, I popped the videotape into the machine...and saw a blank screen! It turned out that last video segment had been deleted from the presentation! My back-up plan was not well prepared, and I ended up acting out the final video as though I were on stage. My audience was amused, though probably not impressed or educated! Since that "surprise", I've made a habit of double-checking my resources and material beforehand, and outlining for myself what I'll do in the event that things don't go according to plan. In the case of my missing video, I should have had a brief summary of the video's key message handy, so that I could encourage group discussion to bring out the learning points.

Mike Faber is a professional coach, helping people improve their sales and public-speaking skills. Mike has 25 years of experience as a television and radio broadcaster, and spent the last 17 years in financial services sales. At the end of 2004, Mike left a large San Francisco-based investment firm, to start his own coaching practice.

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