



Welcome to

THE STRESS FREE WAY TO CREATE YOUR SLIDE DECK

by Maree May Design Co

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LET'S STOP THE BLANK PAGE PANIC

Hello! I'm Corinne, founder of Maree May Design Co, and your friendly neighbourhood course creator, website designer and new business cheerleader. As a serial entrepreneur and career course creator, I know firsthand how hard it can be getting a business up and running and keeping it growing, so I wanted to help you out a little by giving you the slide deck cheatsheet I wish I'd had when I first started. Pulled together from thousands of hours over a 20 year career training the trainers, coaches and course creators on how to build a successful course, my super simple, repeatable framework will make your slide deck creation a breeze. From how to create a visual story that keeps people engaged to designing slides that sell without being salesy to how being consistent can build your confidence, you'll be able to banish blank page panic forever. Best of all, once you know this framework you can apply it to any slide deck whether you're selling your products and services or putting your very first course out into the world. Remember, lots of little steps eventually lead to big progress. Let's do this!

1.



KNOW THE RIGHT OUTCOME

IT'S NOT WHAT YOU THINK

Most people, when asked, would say the outcome of their slide deck presentation, especially for a webinar/masterclass that's pitching something you're selling is sign ups. But that's the outcome for you. The outcome that your attendees are expecting is the transformation you've promised them, i.e. what you've said they'll learn whether they buy what you're selling or not. This shift in focus actually helps with selling, as it positions you as the expert with the answers they're looking for. Work backwards from that outcome to outline your slide deck content.

CREATE A VISUAL STORY

2.



THE IMPORTANCE OF YOUR SLIDE ORDER

A visual story isn't necessarily your branding, although that's important too (more on that later). It's how you put together your slide deck so that it tells a story from beginning to end, solving an immediate problem in max. 3 steps for your attendees which makes them more receptive to your pitch. If you follow this slide order, your visual story will build itself: title slide - welcome slide - what you'll learn today (3 steps) slide - 1 to 2 slides about you and your expertise - 'you're in the right place if' slide - bullet point learning slides, max 2 per step with 1 optional related case study/testimonial slide - recap 'what you've learned today' slide - implementation/next steps slide - pitch slides, max 5 with what you're selling.

3.



IT'S NOT ABOUT YOU

REMEMBER WHAT YOUR OUTCOME IS

Yes, I'm reiterating this, but that's because over the years I've seen so many webinars and masterclasses where out of a 60 minute presentation, 25 minutes has been the presenters talking about themselves, their expertise and their testimonials, 15 minutes has been the pitch, leaving just 20 minutes of learning. The result? Your attendees feel rushed, like they haven't received what was promised and so they don't buy. If you spend more time on teaching their outcome, you'll naturally show off your expertise. Your attendees in turn feel accomplished and more likely to buy.

CONSISTENCY IS KEY

4.



BUILD YOUR CONFIDENCE AND THEIRS

Here's where you stop the blank page panic. Once you've got your slide deck outlined using the framework from step 2 above, building your deck is next and this is where your branding is important. There is psychology behind this, but you don't need to get super fancy. Having a simple border and bullet points in your brand colours on each slide can be enough to create consistency. A stock photo here and there breaks up the monotony and keeps them engaged. A photo of you on your title slide helps position you as the expert. Copy the 'what you'll learn today' slide for your recap slide. Have a good mockup on your pitch slides. This keeps your slides consistent and in turn builds your confidence and theirs.

5.



THE SLIDE YOU MUST HAVE

THIS ONE SLIDE IS *THE* GAME CHANGER

This one slide is so often missed, especially in slide decks for webinars and masterclasses that end with a pitch, but it's an absolute game changer. Before you transition into your pitch slides, you need one slide that tells your attendees what steps they need to take to implement what they've just learned. This isn't your recap slide. This slide shifts your attendee's entire perspective and makes them feel that you value their time, that this wasn't just one super long pitch. It actually reinforces your position as expert with them and makes them much more open to your pitch.

A NATURAL FLOW TO PITCHING

6.



SELLING WITHOUT BEING SALESY

If you follow all 5 steps above, you'll already be selling without being salesy by the time you get to your pitch. This is because, by shifting your focus to an attendee based outcome, you've delivered what you promised and naturally positioned yourself as the person with the answers to their problems. And because you've shown them how they can immediately implement what they've learned, you've built your know, like and trust factor without even trying. You'll naturally flow to your pitch by spending way less time telling them you're the expert and way more time showing them you're the expert, which is much more effective for immediate sales and also keeping them in your world if they don't buy.

HOW TO USE THIS SUPER SIMPLE FRAMEWORK

Now you know the 6 steps of The Stress Free Way To Create Your Slide Deck framework, here's how to put it into practice. Before you start, you'll need to know the name of your presentation, topic, time limit and goals (e.g. pitching, educating, etc). Then grab a pen and paper or open a Google Doc, answer the 6 questions below and start building your slide deck

1

Know The Right Outcome:

What is the primary outcome and what is the secondary outcome for this slide deck?

2

Create A Visual Story:

List all the slides you'll need, in order, to reach the outcomes you've noted in step 1 (hint, there's a bonus roadmap on the next page to help you out!)

3

It's Not About You:

What are the 2 - 3 learning points your slide deck needs to reach the primary outcome? What is the short version of your expertise to support this?

4

Consistency Is Key:

What are the brand colours and fonts you'll be using for this slide deck? What headshots and stock photos do you need?

5

The Slide You MUST Have:

What are the 2 - 3 steps you need on your implementation/next steps slide that gives your attendees the quick win promised?

6

Natural Flow To Pitching:

You should now be flowing naturally into pitching if that's this slide deck's goal. How will you transition to your pitch?

Bonus! Slide Deck Roadmap

The 10 slides to include in your deck

**This is an easy to implement roadmap of slide groups you'll need based on step 2 above:
Create A Visual Story - The Importance of Your Slide Order**

1

Title Slide: this slide should have the full title of your webinar/masterclass/presentation etc, and your name and/or your business name. It's a great opportunity to introduce your branding.

2

Welcome Slide: one slide with a very quick welcome and thank you for joining you today and a brief outline of what they can expect for the time they're with you. If you're pitching, tell them now so it's not a surprise later.

3

What you'll learn today slide: this is where you outline exactly what they'll be learning from you today, e.g. the 3 steps you'll be teaching them to achieve the outcome you've promised for this presentation. Bullet points and/or related photos work well here.

4

Expertise slides: no more than 1 -2 slides introducing you, your background and what motivated you to create this presentation. This is a great opportunity to include photos of you as well.

5

'You're in the right place if' slide: this is where you introduce the pain points that you're going to help attendees solve through this presentation. Bullet points are best here.

Bonus! Slide Deck Roadmap

The 10 slides to include in your deck

6

Learning slides: Start with your 'What you'll learn today' slide from step 3 above then 2 - 3 slides for each step of your presentation with 3 - 4 bullet points per slide. You'll be using the bullet points to elaborate further when you're running the presentation. This is the bulk of your presentation and a great spot to include 1 case study/testimonial slide to reiterate what they've learned.

7

Recap 'What you've learned today' slide: this is where you recap the 3 steps that they've learned today. It's best to copy your 'What you'll be learning today' slide and update it show the recap.

8

YOUR MOST IMPORTANT SLIDE. It's your implementation or next steps slide. This isn't your pitch. This is 2 - 3 practical steps they can take right now, as soon as the presentation is over, to implement what they have learned. Do not skip this slide! It's a game changer!

9

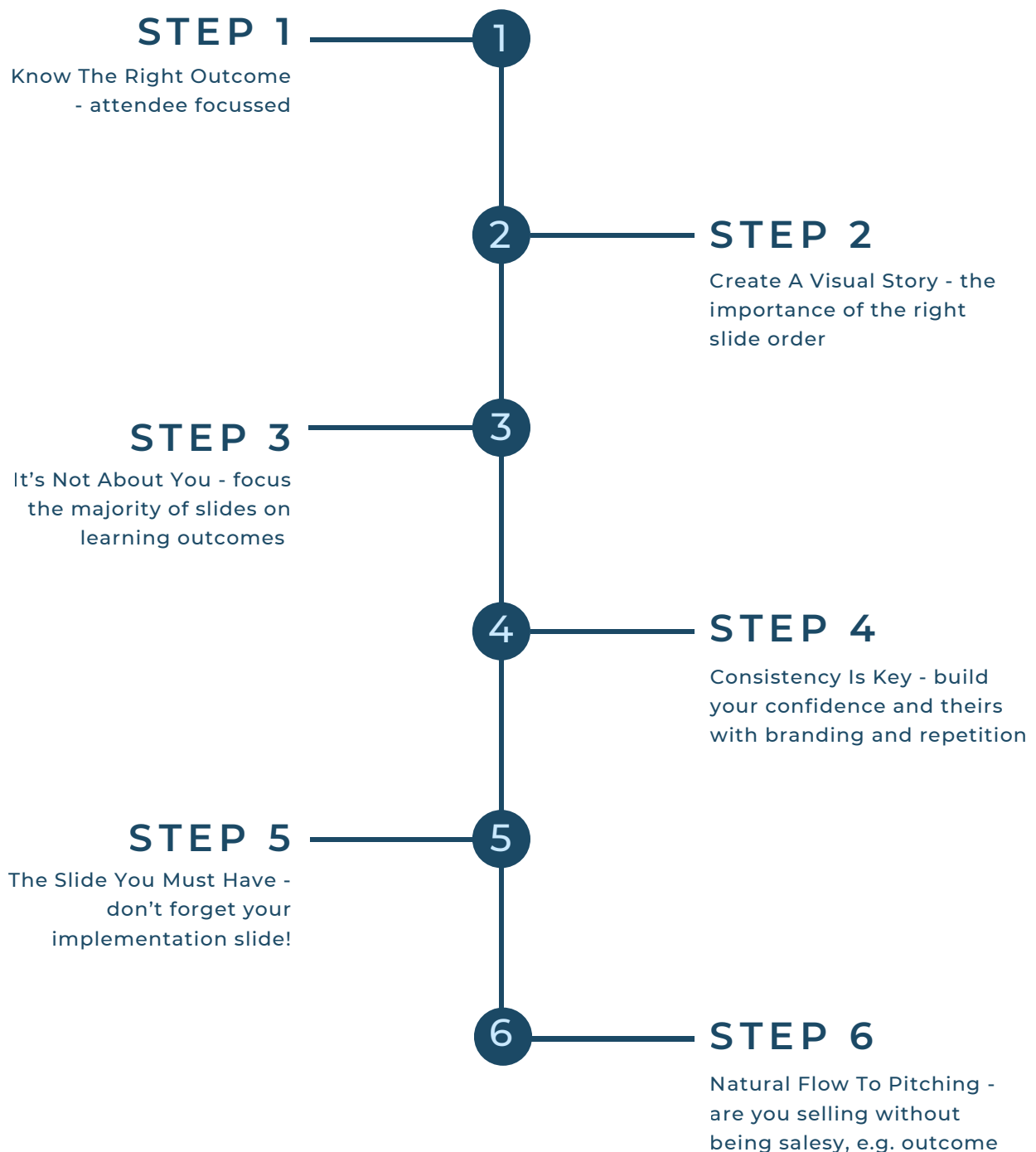
Pitch Slides: make sure you have a good mockup showcasing what you're selling and bullet points to outline what they'll be receiving in your offer. Keep it to a maximum of 5 slides. Too many more than that and you'll lose engagement. You could slip another one or two testimonials/case studies in here too.

10

Q & A and/or thank you slides: if you're including a Q & A after your pitch (and I would highly recommend it as it's another opportunity to build your know, like and trust factor) pop a slide here, include a thank you (and make sure you say it too). It's another chance to also show your implementation steps on this slide.

BONUS! SUPER SIMPLE FRAMEWORK EXTRA CHEATSHEET

You have the full 6 step super simple, repeatable framework above and whenever you create a slide deck, you should always run it through the filter of those 6 steps to make sure you've covered all your bases. But, sometimes, especially when you're more familiar with the framework, it can be easier to filter through using a visual guide, so I present to you this bonus extra cheatsheet. Enjoy!



FAQs

Here's the answers to some other slide deck related, frequently asked questions for you.

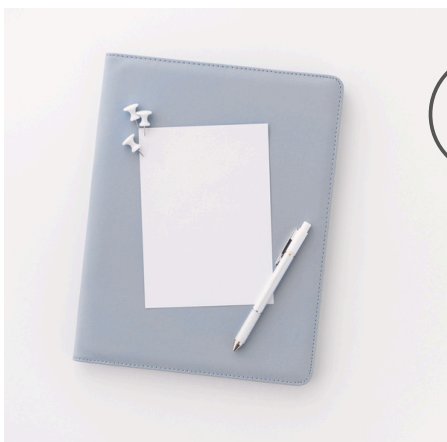


01 HOW MANY SLIDES?

If you follow the 10 step roadmap above, you should have just about the right amount of slides for a 45 to 60 minute presentation with a Q&A session. Remember, you'll be expanding on your slides when you're recording your presentation so that will make up the time for you. You should always do a trial run to check your timings so you know what slides to really expand on and where to hold back.

02 WILL THIS WORK FOR COURSES?

Yes, my super simple repeatable framework works for both webinar/masterclass style presentations, mini course, challenges and course modules. The only difference with courses and course modules is you don't need the pitch slides. You could do a sneaky pitch slide only module if you want to sell people onto another course, program or service!



03 WHAT ABOUT SUMMIT PRESENTATIONS?


Yep, it will work for those as well. All you need to do is cut down the number of lesson slides and pitch slides (especially if a summit rule is no pitching) to make a shorter deck for a short presentation. The bonus with using my super simple repeatable framework is that it's designed for you to be able to repurpose a summit presentation into a webinar/masterclass/mini course later on.

WHAT'S NEXT?



Before you rush off to get a start on making your stress free slide deck, I want to say thank you for being here. I hope my super simple framework makes building your slide decks easier for you and helps you banish blank page panic!. If you're looking for more support on your slide deck and course journey, especially if you're just starting out and want to overcome the overwhelm, self doubt and other people's opinions, please reach out below. I love being a new business cheerleader!

If you want to show off your newly minted slide deck or you just wanna say hey, please reach out at:

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Here's to your business!

Corinne

