

The PSC Presentation Framework

Identify the pain your audience is experiencing

Present your proven answer to that problem

Move attendees toward taking decisive action

This structure keeps attendees engaged and naturally moves them toward taking action. Follow this framework to build every presentation with purpose, clarity, and momentum.



Slide 1: Welcome & Presentation Title

Title Slide Elements

- Event Name
- Presenter Name
- Company Logo
- Date

Example Title Slide

The Future of Home Inspection Growth

Using AI, Rehab Consulting
& Strategic Partnerships to
Increase Revenue

Presented by **Catherine Hall**
NAFHAC



Slide 2: Introduction

Who We Are

Company History

Brief background on how the organization was founded and its journey to today.

Mission Statement

The core purpose that drives everything you do for your clients and community.

Years in Business

Establish credibility through longevity and proven track record.

Clients Served

Number of professionals helped — social proof that builds immediate trust.



Why should attendees listen? Lead with your results, not your resume.

Slide 3: Icebreaker

Get Everyone Engaged

Ask the Audience

☐

How many have been in business over 5 years?

☐

How many would like more referral partners?

☐

How many want additional revenue streams?

Format Options

Webinars

Use Zoom Polls for instant, trackable engagement

Live Events

Ask attendees to raise hands for visible participation



Slide 4: Today's Roadmap

What You'll Learn



Current Market Challenges

Understand the landscape and why the old ways no longer work



Opportunities Most Professionals Miss

Discover the gaps where growth is hiding in plain sight



Success Strategies

Proven tactics used by top performers in the industry



Real-Life Examples

Case studies and stories from professionals just like you

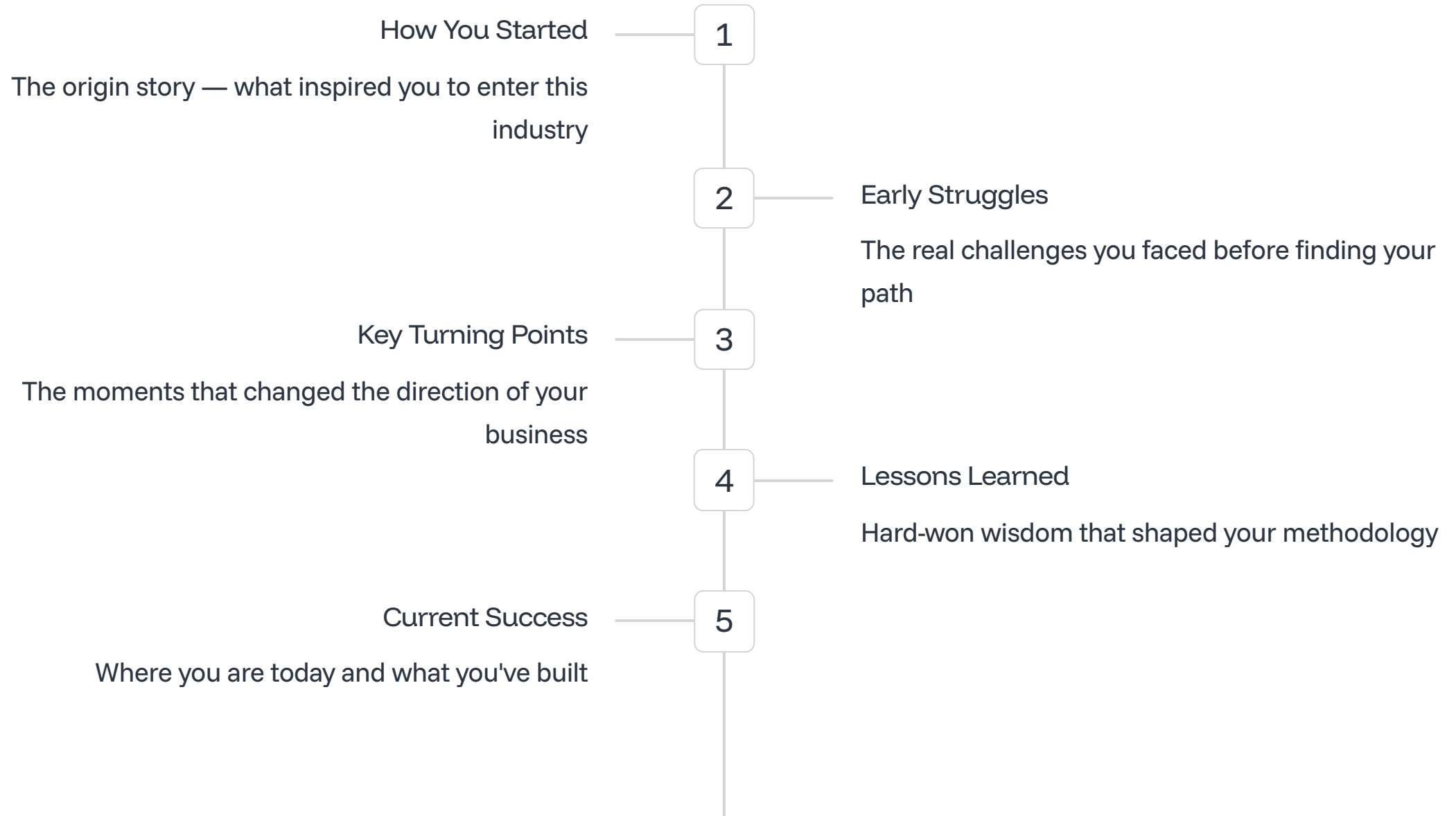


Action Plan

Walk away with clear next steps you can implement immediately

Slide 5: Your Story

Personal & Business Timeline



Slide 6: Turning Point

What Changed Everything?



Discovery

A new insight or realization that reframed how you saw the market



Mentor

Someone who saw your potential and showed you a better way forward



Program

A training or certification that gave you the tools to level up



Strategy

A new approach that unlocked growth you hadn't thought possible



Certification

Credentials that elevated your authority and opened new doors



Help your audience connect emotionally — this is where they begin to see themselves in your story.

Slide 7: The Challenge

Why Most People Don't Succeed *(5 Minutes)*



Lack of Differentiation

Looking and sounding just like every other inspector in the market



No Authority Positioning

Failing to establish expertise that commands premium pricing



Limited Referral Sources

Relying on too few partners for a fragile pipeline of business



Competing on Price

Racing to the bottom instead of competing on value and results



Marketing Inconsistency

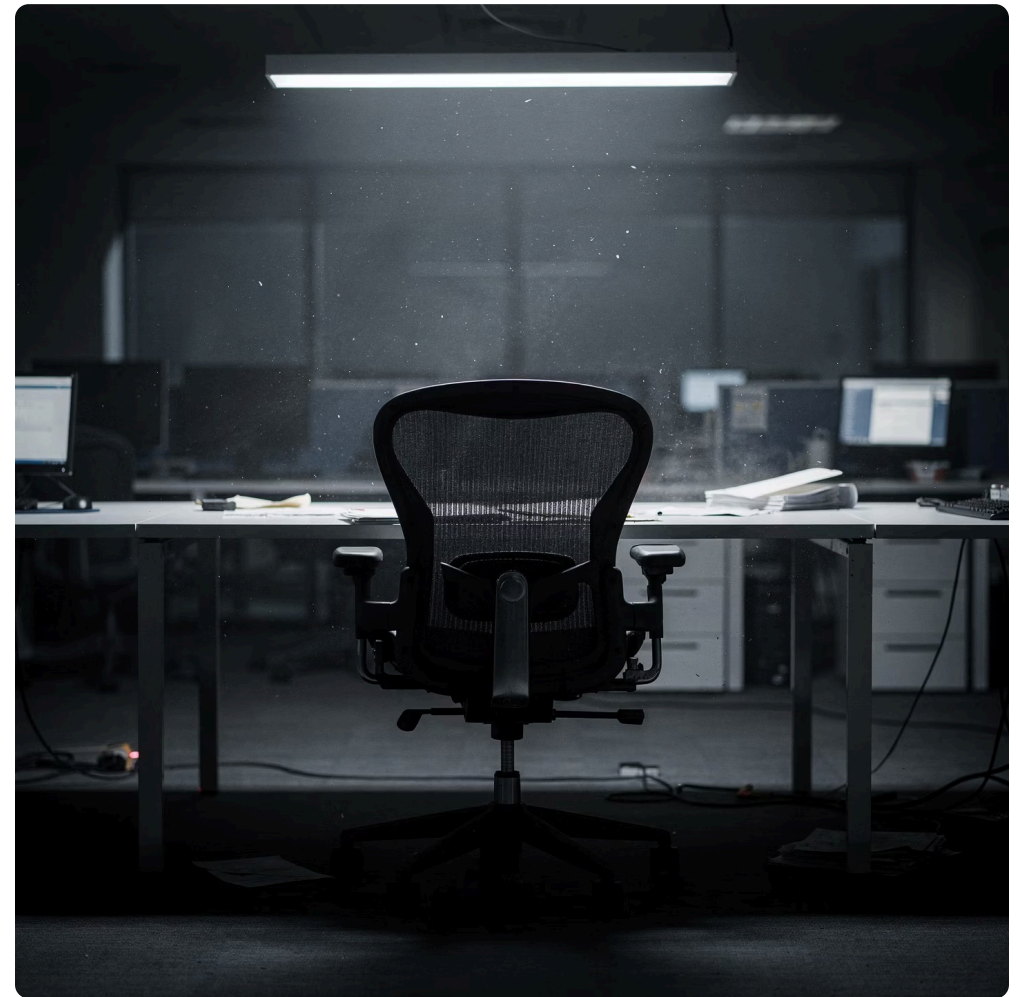
Sporadic efforts that never build momentum or brand recognition

Slide 8: The Cost of Doing Nothing

Show the Consequences of Inaction

What Inaction Costs You

- | | |
|---|---|
| → Lost Income
Every month without a strategy is revenue left on the table | → Missed Opportunities
Partnerships and niches claimed by competitors who moved first |
| → Burnout
Working harder for diminishing returns leads to exhaustion | → Stagnant Growth
A business that isn't growing is slowly falling behind |



Use statistics when available to quantify the real financial impact of staying stuck.

Slide 9: Are You Experiencing These Problems?

Checklist — Check Off What Applies to You



Not Enough Leads

Your pipeline is inconsistent and unpredictable month to month



Too Much Competition

It feels like everyone offers the same thing at the same price



Low Conversion Rates

Prospects aren't saying yes even when you know you're the best option



Revenue Plateaus

Growth has stalled and you can't seem to break through the ceiling



Referral Partners Disappearing

Relationships that once drove business have gone cold or moved on



If you checked even one of these, today's session was designed specifically for you.

Slide 10: Breakthrough Education

Major Point #1 — The Market Has Changed

AI Tools

Artificial intelligence is reshaping how inspectors market, communicate, and deliver reports — those who adopt early win big

Consumer Trends

Today's buyers expect digital-first experiences, instant responses, and personalized service at every touchpoint

Referral Trends

Traditional referral models are evolving — strategic partnerships now outperform passive word-of-mouth

Industry Changes

Regulatory shifts, new loan products, and market volatility are creating fresh opportunities for prepared professionals



Slide 11: Major Point #2

What Top Performers Do Differently



Authority Marketing

Publishing content, speaking, and positioning as the go-to expert in your niche



Strategic Partnerships

Building a network of complementary professionals who send consistent referrals



Niche Positioning

Owning a specific market segment rather than trying to serve everyone

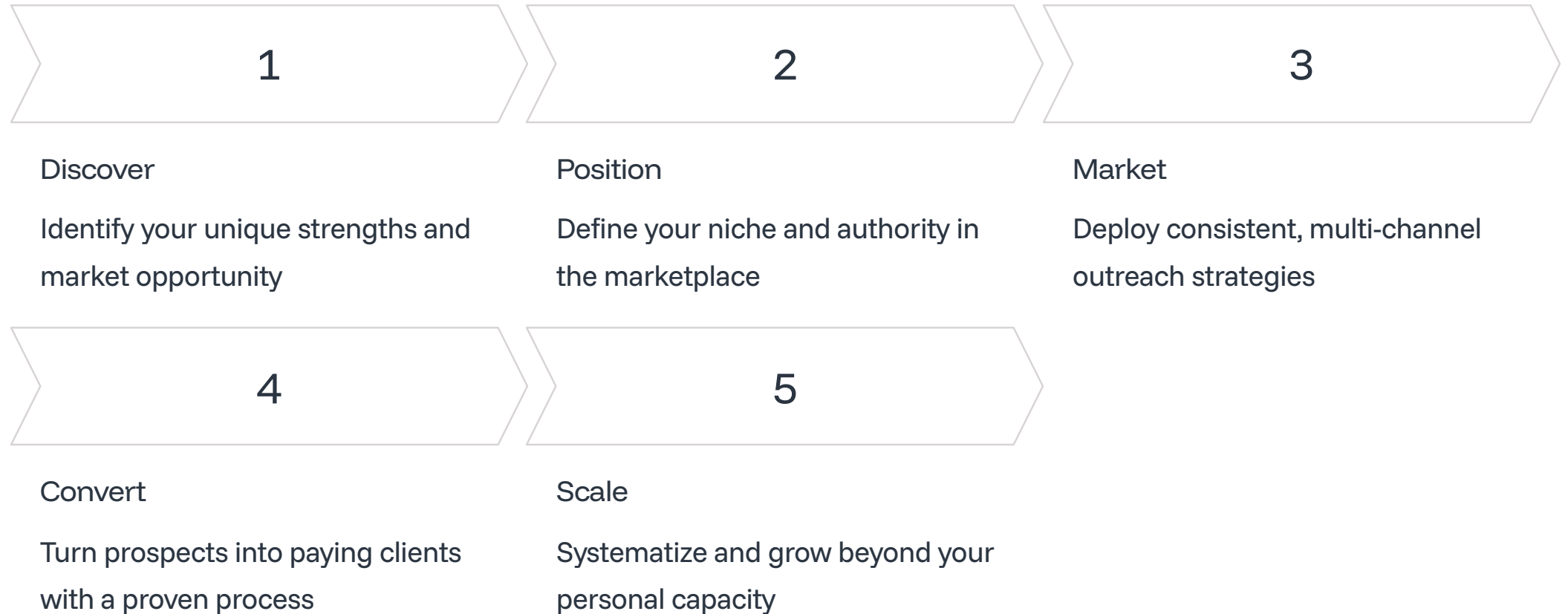


Systems

Automating follow-up, onboarding, and delivery so growth doesn't require more hours

Slide 12: Major Point #3

Your Competitive Advantage — Create Your Signature Process



A signature framework gives your audience a memorable, repeatable system they can follow — and it positions you as the architect of their transformation.

Slide 13: Case Study #1

Customer Success Story

Before



The Problem

Describe the specific challenge the client was facing before working with you — use their own words when possible



The Situation

Paint a picture of where they were stuck: revenue, leads, confidence, or market position

After



The Results

Specific, measurable outcomes — revenue increase, new clients, certifications earned, partnerships formed



The Numbers

Always include numbers. Example: "Increased revenue by 40% in 90 days" or "Added 3 new referral partners in 30 days"



Tip: Use a real client story with their permission. Specificity builds credibility — vague results don't move audiences.

Slide 14: Case Study #2

Transformation Story



The Challenge

What was the client struggling with? Describe the pain point in vivid, relatable terms that your audience will recognize in themselves



The Solution

What specific program, strategy, or tool did they implement? Walk through the steps they took with your guidance



The Outcome

Where are they now? Quantify the transformation with real numbers and describe the qualitative change in their confidence and business

Slide 15: Testimonials

Let Your Clients Speak for You

“

Client Name, Title

"Insert a powerful, specific quote here that describes the transformation they experienced. The more specific and emotional, the more persuasive it will be for your audience."

Result: Describe the measurable outcome they achieved

”

“

Client Name, Title

"Another compelling testimonial that addresses a different objection or highlights a different benefit of your program or service."

Result: Describe the measurable outcome they achieved

”

“

Client Name, Title

"A third testimonial that speaks to the community, support, or long-term value of working with you — not just the immediate result."

Result: Describe the measurable outcome they achieved

”



Always include: Photo, Full Name, Title or Company, and a specific measurable result alongside the quote.

Slide 16: Personal Why

Why This Matters to Me

This is where emotion happens. Your deeper story — the real reason you do this work — is what separates a forgettable presentation from one that moves people to action.

Why Do You Do This?

Go beyond the business case. Share the personal mission that drives you — a family member you wanted to provide for, a community you wanted to serve, or a problem you experienced firsthand that you refused to let others suffer through.

What Would It Mean to Stop?

Describe what would be lost if you walked away from this work. This deepens authenticity and helps your audience understand that your offer comes from a place of genuine purpose, not just profit.

Who Are You Doing This For?

Name the people you serve. When your audience hears themselves described in your "why," they feel seen — and that emotional connection is what drives enrollment.

Slide 17: Results

What Participants Can Expect After Implementing

✓ More Leads

A consistent, predictable flow of qualified prospects entering your pipeline every month

✓ More Authority

Recognition as the go-to expert in your market — the name people recommend without hesitation

✓ Higher Fees

The positioning and confidence to charge what you're worth and have clients say yes

✓ Better Clients

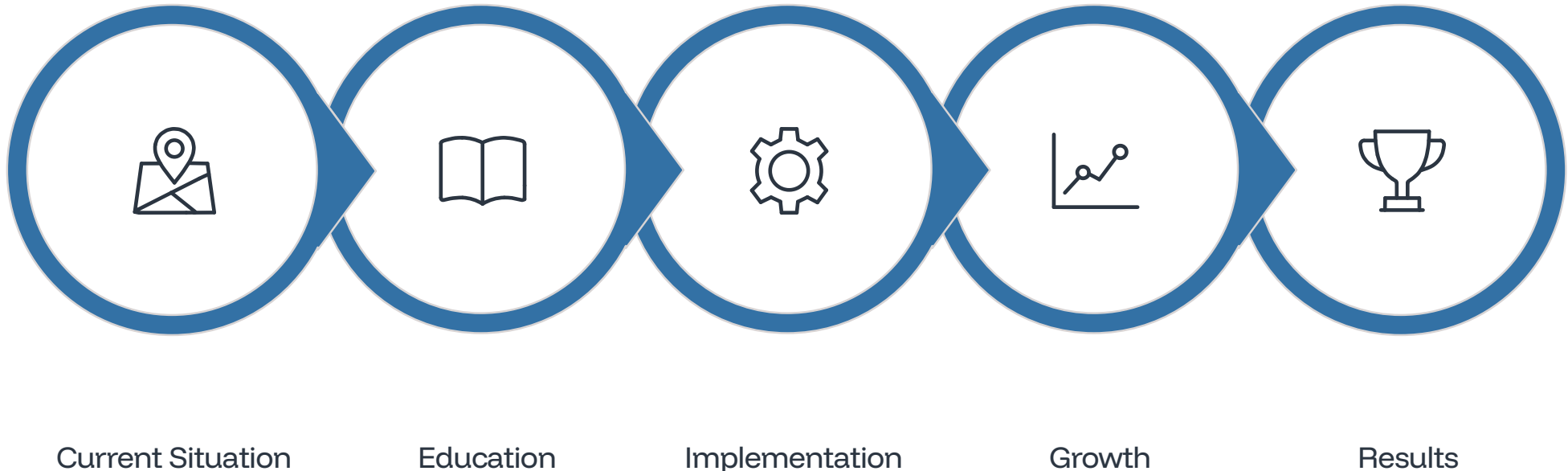
Attract clients who value your expertise, respect your time, and refer others like them

✓ Increased Confidence

Show up to every conversation knowing exactly what you offer and why it matters

Slide 18: Success Path

Your Visual Roadmap to Transformation



Every successful participant follows this same path. The only variable is how quickly you move through each stage — and that depends entirely on the decision you make today.

Slide 19: The Offer

Everything Included in Your Package



Training

Step-by-step modules covering every aspect of the system



Resources

Curated tools, guides, and reference materials for immediate use



Templates

Done-for-you scripts, emails, and marketing materials ready to customize



Community

Access to a network of like-minded professionals for support and collaboration



Support

Ongoing assistance to ensure you never get stuck or fall behind



Coaching

Direct access to expert guidance as you implement and grow

Slide 20: Bonus Slides

Additional Value — Bonuses 1 Through 3

1

Bonus #1

Describe the first bonus here.
What is it, what does it do, and why is it valuable? Quantify the value and explain how it complements the core offer.

2

Bonus #2

Describe the second bonus here.
Focus on the specific problem it solves or the shortcut it provides.
Make it feel like something they'd want even without the main offer.

3

Bonus #3

Describe the third bonus here.
This should ideally address a common objection or accelerate a specific result. The best bonuses feel almost unfair to include.



Stack your bonuses strategically — each one should address a different hesitation or accelerate a different result.

Slide 23: Total Value

What You're Getting vs. What You're Investing

Component	Value
Training	\$997
Templates	\$497
Community	\$997
Resources	\$297
Bonuses	\$500
Total Value	\$3,288

Today's Investment

\$497

You receive over \$3,288 in value for a fraction of the cost — only available at this event.

Slide 24: Close — Call to Action

Tell Them Exactly What to Do Next

Register Today

Secure your spot before enrollment closes — limited seats available

Schedule a Consultation

Book a one-on-one call to see if this program is the right fit for you

Join the Membership

Get immediate access to all resources, community, and coaching today

Book a Discovery Call

Start a conversation — no pressure, just clarity on your next best step



Scan to Register

Point your phone camera at the code on screen



Call or Text

Insert your phone number here



Visit Website

Insert your website URL here



Slide 25: Close Again — FAQ

Frequently Asked Questions — Answering Your Objections

"I Don't Have Time"

This program is designed for busy professionals. Modules are self-paced and most participants see results within 30 days of starting — even with a full schedule.

"Is It Worth the Cost?"

One new client or partnership gained from this training pays for the entire investment many times over. The question isn't whether you can afford it — it's whether you can afford not to.

"Do I Need Experience?"

This program works for professionals at every stage — whether you're just starting out or looking to break through a growth plateau after years in business.

"Are Certifications Required?"

No prerequisites are required to enroll. Certifications available through the program will be explained during onboarding and are optional enhancements.

"What Support Will I Have?"

You'll have access to community support, coaching calls, and a dedicated help desk — you will never be left to figure it out alone.

Slide 26: Final Success Story

One Last Powerful Testimonial

"Insert your most powerful, emotionally resonant testimonial here. This should be the story that best represents the transformation your ideal client wants to experience. Use their exact words, include their name and photo, and make sure it ends with a specific, measurable result that your audience can picture for themselves."

Client Name

Title, Company, Location

The Result

Specific measurable
outcome achieved after
working with you

Time Frame

How quickly they achieved this result after enrolling





Slide 27: Final Call to Action

Don't Wait — The People Who Act First Benefit First

Join Today



Website

Visit our website to register and access all program details immediately



Phone Number

Call or text us directly — a real person will answer your questions



QR Code

Scan the code on screen right now to go directly to the registration page



Urgency is real — enrollment closes at the end of this event. The investment and bonuses shown today are not available anywhere else.

Slide 28: Thank You

Questions & Answers

We'd Love to Hear From You



Phone

Insert your phone number here



Email

Insert your email address here



Website

Insert your website URL here



Social Media

Find us on Facebook, Instagram,
and LinkedIn

Open Q&A

This is your time. Ask anything about what you heard today — about the program, the process, or your specific situation.

No question is too small. We want you to leave with complete clarity and confidence in your next step.

❏ Remember: The best time to start was yesterday. The second best time is right now.

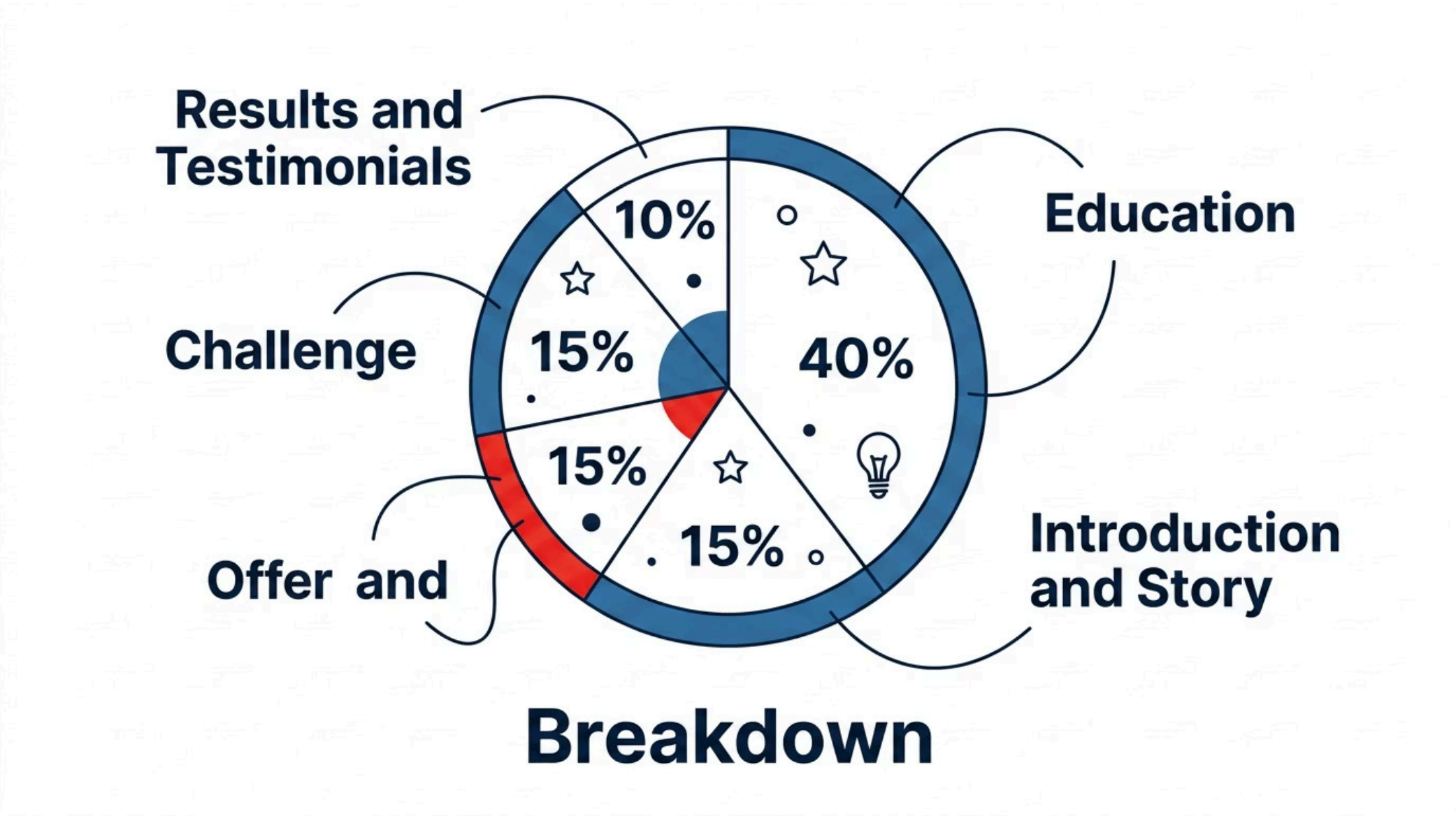


NAFHAC-Specific Application Examples

How This Framework Works Across Your Programs

203k Power Prep • Story: Why you became a consultant • Challenge: Home inspectors leaving money on the table • Education: How rehab loans work • Results: Additional revenue streams • Offer: Certification Program	AI Marketing Webinar • Challenge: Traditional marketing isn't enough • Education: AI tools for content and outreach • Results: Faster content creation and lead generation • Offer: Premium Elite Membership	Marketing Mastermind • Challenge: Business growth plateaus • Education: Advanced marketing strategies • Results: Increased revenue and referral network • Offer: Event registration
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Recommended Time Allocation for Maximum Engagement



This balance keeps the presentation **educational first**, while still creating a strong path toward enrollment, membership, or event registration. The 40% education block is what builds trust — never shortchange it.