



PSC PRESENTATION FRAMEWORK

The Simple Formula for Creating Powerful Presentations That Educate, Inspire & Generate Action

INTRODUCTION (Given Before You Walk On Stage)

- Thank promoter/host
- Brief credibility statement
- Set expectations
- Tell audience what they will learn

ICEBREAKER (3–5 Minutes)

- Engage the audience
- Ask questions
- Use polls or show of hands
- Create participation

STORY (4–8 Minutes)

- Personal or business journey
- Struggles and setbacks
- Turning point
- Lessons learned

CHALLENGE (5 Minutes)

Why most people don't succeed:

- Common mistakes
- Obstacles
- Frustrations
- Missed opportunities

S = SOLUTION

BREAKTHROUGH EDUCATION SECTION (30–45 Minutes)

Major Point #1 – What they need to know

Major Point #2 – What they need to do

Major Point #3 – How they can succeed

Include stories, examples, case studies, demonstrations, and testimonials.

PERSONAL WHY (4–6 Minutes)

- Your mission
- Your purpose

- Your passion

RESULTS (5–7 Minutes)

- Success stories
- Testimonials
- Transformations
- Outcomes

C = CALL TO ACTION

OFFER (5 Minutes)

Explain what is included, bonuses, support, and investment.

CLOSE (10–15 Minutes)

Tell them exactly what to do next.

CLOSE AGAIN (5 Minutes)

Handle objections and reinforce value.

PSC FORMULA

P = Problem → Introduction → Icebreaker → Story → Challenge

S = Solution → Education → Examples → Testimonials

C = Call to Action → Personal Why → Results → Offer → Close

Remember: People don't buy information. People buy transformation.