

PRESENTATION GUIDELINES

Ready to record your presentation for the Simply Profitable Designer Summit?

Each presentation should be **30-40 minutes long and prerecorded**. They're meant to be more friendly and action-packed than perfect and strategically structured. We want our attendees to learn something valuable, while having fun in the process. Remember, this is not a webinar. Please be sure to give valuable, actionable content that doesn't leave attendees feeling like they're missing something in hopes that they'll make a purchase.

No matter what format you choose you are free to use your presentation however you'd like in the future.

With that being said, you have your choice of the following presentation formats:

- Slides
- No slides (just your beautiful/handsome face)
- A mixture of the two

Your presentation should include great, actionable content. Here's the suggested format:

- A quick introduction
- An overview of your topic
- Where people go wrong and tend to overcomplicate it
- Teaching section
- Specific action steps (with the goal of simplifying their existing process)
- Up to a 3-minute pitch (I'll include a button below your video with a link to what you're promoting)
- Include questions for attendees to answer in the chatbox throughout to boost engagement

*You are welcome to pitch whatever you'd like, but I do have some suggestions based on what has performed best in the past. See the "Opt-In Guide" linked on the [Speaker Information page](#) for more information.

Each presentation will have notes and an accompanying worksheet provided in the AllAccess Pass. My team plans to create that content, but if you'd rather create your own notes and/or worksheet questions (or already have the information created), feel free to include them when you submit your presentation.