

PRESENTATION GUIDELINES

READY TO RECORD YOUR PRESENTATION FOR THE LAUNCH YOUR FASHION BUSINESS SUMMIT?

Each presentation should be **15-30** minutes long and pre-recorded. They're meant to be more friendly and casual, rather than perfect and structured. We want our attendees to learn something valuable, while having fun in the process, and also have action steps to take after learning from you!

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

- Slides
- No slides (just you talking)
- A combination of the two
- If you'd like me to review your presentation outline and give feedback, please email me at hello@startupfashion.com

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

Your presentation should include strong, actionable content and provide a transformation for attendees, moving them closer to **launching their fashion business**. Here's the suggested format:

- 3-minute or less introduction
- Topic overview
- Where people go wrong and tend to **get stuck and never launch**
- Teaching section
- A challenge and specific action steps to give a transformation
- Up to a 3-minute pitch*
- Include questions for attendees to answer in the chat box throughout to boost engagement

*You are welcome to pitch a freebie for attendees to download. To get the most from your presentation, I recommend creating a freebie that helps them move toward the transformation you've promised and complete your challenge and pitch that. Having something directly related to your presentation that gets attendees closer to the goal they're interested in will perform better than an unrelated freebie. Then, I suggest that you hook your freebie up to a tripwire so you can start making money off of your presentation right away.