



The 5 Stage Long-Form Presentations Structure

Long-form videos are any video over 10 minutes. They are mostly more formally planned and used for:

- ▶ TedX style talks
- ▶ Training videos
- ▶ Webinars – live or pre-record
- ▶ Speaker / trainer / product / skill demos
- ▶ Sales Promo 'free advice' video coaching –
 - N.B. WATCH OUT HERE! Get to helping viewer fast – setting up the video for 5-10 mins will lose viewer attention. Their time is precious – get to the help if you want them to trust you / ultimately buy from you. Demonstrate there's no messing around with their time!

When creating a live or long-form presentation simply structure your presentation to have a logical sequence and flow...

The 5 Stage Long-Form Presentations Structure

1. Icebreaker
2. Intro: Your Credentials + Aims + Objectives
3. Body
4. Wrap Up: Summary Conclusion
5. CLOSE – your wrap up to include: CTA + Tagline

To present a formal talk follow this five-stage sequence – it is a very commonly trained presentation structure that *really* does work and is easy to remember the sequence.

- ▶ The five stages help you remember and refocus on where you are
 - cover off 3-10 areas max for your talk “My Top 3/5/7/10 tips for you...”
 - odd numbers work but 10 rounds up from 9!
 - break in to sections / themes = Chunks
 - fix a certain time for each section
 - have a key reason why they work or story background
 - know you can remove them / shorten them if you run short of time
- ▶ The Body can still simply be answering your W questions, but now you can answer all of them because you can plan your time!
- ▶ The five stages become your keyword section titles.

Chunk + Keyword each section by hand to create M³ quick reminders – write on separate pages/ cards.

- ▶ **Chunking** = break script down in to key sections – **highlight** the MUST SAY words as you prefer
- ▶ **Keywording** = write the 1-3 words that remind your brain the key theme of what each section is.

The 6W? keywords are great for video – you just ask + answer the question!



MY NOTES...

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