

# 3 QUESTIONS FOR A POWERFUL PRESENTATION OUTLINE

Research shows **your audience will remember structured information** up to 40% more reliably and accurately than information presented in a free-form fashion.\* While there are many ways to structure the data in your pitch, at GatherRound, our clients find this 3-step worksheet to be the most efficient.

Ready to prepare the most powerful presentation outline in under an hour? It's simple: Answer the questions on this worksheet, instead of jumping right into slides. You'll be surprised at how data becomes benefits, how easy it is to weave a provocative story, and most importantly you'll be surprised at the results.



## WHAT?

WHAT IS YOUR IDEA'S PURPOSE?

*(i.e. in order to increase repeat purchases from our most frequent customers)*

WHAT IS THE IMMEDIATE OBJECTIVE?

*(i.e. we will develop and launch a new loyalty app)*

WHAT IS THE WORLD LIKE WITHOUT YOUR IDEA?

*(i.e. today's customers have little reason to return other than discounts)*

## SO WHAT?

WHAT IS THE CHANGE YOU WILL SEE AS A RESULT?

*(i.e. average time between purchases among heavy users will decrease)*

HOW CAN YOU QUANTIFY THIS CHANGE?

*(i.e. from today's 35 days to approximately 28 days)*

WHAT IS THE COST OF NOT EMBRACING YOUR IDEA?

*(i.e. the lag in frequency is leaving as much as \$3 million on the table yearly)*

## NOW WHAT?

WHAT ACTION SHOULD THE AUDIENCE TAKE?

*(i.e. please approve this app development budget)*

WHAT IS THE DEADLINE FOR THE ACTION, AND WHAT IS DRIVING IT?

*(i.e. to be ready in time for the seasonal rush, we'll need to secure funds by Tuesday)*

HOW WILL YOU KNOW THIS WAS SUCCESSFUL?

*(i.e. we will reach at least 50 daily downloads within 3 months)*



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