The BIG Story Formula Presentation Template

Promote Impact/Vision/Brand • Build Rapport • Answer Questions • Overcome Objections • Move to the next step

Presentation Title	
n/Brand: Answer the question of how this presentation is going to change your audience's lives.	
ues: move issues that will detract from moving to the conversation that you want to have move the immediate issues that the audience is unlikely to voice move the "bugs from the window" so your audience can focus on the road	
sues	Presenter Material
What questions will your audience have?	Information: Answers to Questions
What prevents your audience from taking action?	Stories: Stories Addressing Objections



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