

Seduce Your Audience! Putting Together an Amazing Presentation

w/ Marla Renee Stewart



SEXCESSFUL

BUSINESS COACHING



INTRODUCTION

- Who I am & What I do
- What qualifies me
- Teaching Style



OVERVIEW

- Submitting your presentation (seducing them before)
- Prepping the presentation
- Audience seduction (seduce them during)
- Content & Key Points
- After the presentation (seduce them after)
- Additional Q&A



SUBMITTING YOUR PRESENTATION

- **Pick an accurate and descriptive title**
 - Use power & emotion words
 - Use a headline analyzer
 - Bad Ex: LEARN TO SQUIRT w/ Marla
 - Good Ex: Learn the Magic of Squirting

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What's another title?



SUBMITTING YOUR PRESENTATION

- **Write a simple & reflective description**
 - Use the parameters given by the organizer
 - Describe the benefits of the presentation
 - What problem are you solving?
 - If it's a discussion, workshop, or lecture, name it

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What can people learn from you?



SUBMITTING YOUR PRESENTATION

- **Write a simple & reflective description**
 - If there are practice exercises, name them.
 - If there's a live demo, name it.
 - If there will be small groups, name it.
 - Whatever is in the presentation, name it.

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Keep your audience in mind.



SUBMITTING YOUR PRESENTATION

- **Write a simple & reflective description**
 - The content is the most important piece; no one cares about your personal story (yet)
 - Stay away from bullets (cop out)
 - Use power & emotion words

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What makes this unique?



SUBMITTING YOUR PRESENTATION

- **Description 1**

- Marla, a renowned sexuality educator and sexual strategist is going to show you how to make people squirt. You will learn different techniques, like:

- the Oh Baby!
- the Kissing Pull



SUBMITTING YOUR PRESENTATION

- **Description 2**

- Whether or not you have squirted before or have made someone squirt before, this workshop aims to give you all the tips, tricks, and secrets to get people to squirt. You will learn some amazing techniques including specific techniques for the different vulvas and clitoral sizes. You will leave knowing the most sensitive parts of the vulva and vagina, as well as how to apply seduction techniques. Come and learn the magic of squirting!



SUBMITTING YOUR PRESENTATION

- **Have Great Learning Objectives**
 - A good example to follow is to have a SMART objective
 - Specific, Measurable, Achievable, Relevant & Time-bound

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What will they learn exactly?



SUBMITTING YOUR PRESENTATION

- **Have Great Learning Objectives**
 - These should be bullet points or simple sentences
 - Ex: By the end of the class, you will be able to name 3 different oral sex techniques

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What will they learn exactly?



SUBMITTING YOUR PRESENTATION

- **Have Great Learning Objectives**
 - A good template to have is to have at least 1 learning objective per hour of your workshop.
 - This is standard when it comes to receiving continuing education credits.

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Find out ahead of time if CE's will be given.



PREP YOUR PRESENTATION

- **The Essentials**
 - Make an outline to ensure a good flow
 - Make your presentation accessible
 - Come with all the things you need
 - Market yourself; Network

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Make a checklist!



PREP YOUR PRESENTATION

- **The Essentials**
 - Brand your presentation
 - Practice your workshop
 - Prep for 5 or 50+ attendees

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Make a checklist!



Time to (continue to) Seduce Your Audience!

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SEDUCE YOUR AUDIENCE

- Use the Seduction Learning Styles©
 - Visual
 - Auditory
 - Tactile/Kinesthetic

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Learn More in our book!



VISUAL SEDUCTION

- Seduction by Sight
 - Eye Contact
 - Keep Distractions Minimal
 - Descriptive & relevant Stories
 - Fashion & Accessories
 - Be the Opposite of the Room

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Look for those who are decorated.



AUDITORY SEDUCTION

- Seduction by Sound
 - Questions & Feedback
 - Variation in Vocabulary, Syllables, & Speech Pattern
 - Low, Soft, Deep Tones
 - Music
 - Moans & Breathy Tones

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These folks raise their hands first.



TACTILE SEDUCTION

- Seduction by Touch
 - Move the Body
 - Variety in Clothing Material
 - Handouts w/ writing sections
 - Interactive Demos

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These folks tend to fidget or move.



SEDUCTION THROUGH STORYTELLING

- **Storytelling is Evidential**
 - Qualifies your expertise
 - Gives people comparable examples for their life
 - Reiteration of the lessons being learned

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Make an impression that will last.



THE CONTENT ITSELF

- **Maintain the connection with your audience**
 - Give credit where it's due
 - Nothing is worse than hearing your content come from someone else who is acting like it's their own

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What is your inspiration?



THE CONTENT ITSELF

- **Maintain the connection with your audience**
 - Original content is rare, but your spin on it is
 - Mention your influences and inspiration
 - You don't know everything and that's okay; it's how you handle what you don't know

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What is your inspiration?



VIRTUAL PRESENTATIONS

- **Maintain the connection with your audience**
 - Invest in your setup
 - Mic, Camera, Lighting, Background, etc.
 - Multiple monitors allow you to access your presentation, video, and chat
 - Encourage emoji usage

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Encourage them to engage.



KEY POINTS

- **Some Rules of Thumb**

- Don't let anyone talk too much/take up talking space
- Always use a mic if it's available
- If other educators are in the room, solicit audience answers for insight
- Use positive reinforcement & praise

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Your seduction is constant.



KEY POINTS

- **Some Rules of Thumb**
 - Make sure you have time for Q&A
 - Always have a CTA
 - Solicit testimonials/feedback
 - Don't be afraid of confrontation
 - Incite curiosity

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Your seduction is constant.



AFTER THE PRESENTATION

- Give the gift of yourself!
 - Give them a takeaway
 - Business card, handout, gift via email, etc.
 - Take the time to talk to individuals who have additional questions, want to take pictures, or exchange information

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This is your opportunity to be remembered.



THANK YOU!

- Additional Q&A



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It's time to become sexcessful!