



NICK: Hey everybody! It's Nick Nanton here for *One-On-One With Nick Nanton*. And this month I've got a friend of mine in the business who I see all the time at lots of different events, sometimes speaking, sometimes coaching top speakers on the stage and oftentimes both. So I'm going to introduce you here to Mr. Dave VanHoose.

I don't have a formal bio for Dave but I will tell you that many of the top secrets in the industry that you and I know, even guys who've been speaking for 20, 30 years go to Dave, because he can help them make their presentations more effective, and by more effective I don't just mean communicate better – which he's good at too – but also selling better through structure.

Dave, first of all, welcome to the call. I appreciate you coming on.

DAVE: Oh thanks Nick, thank you very much. I'm just really excited to be on this call. It is a huge challenge to a lot of speakers and a lot of business owners if they don't know how to write and make a presentation.

NICK: And that's really the bottom line of what we're talking about, how to write and script a presentation that converts and that can be converted into dollars. This really can be used in group-presentations or one-on-one certainly, but as you and I both know, where we would find the real leverage point is in group presentations. So most of our examples are going to be for that.

So Dave let's start out with why you would want to script a presentation. Most people would say, "Man I just can't do that. I don't want to be a robot." "I like being 'off the cuff. So why don't we talk a little bit about why you'd want to script a presentation.

DAVE: Yeah that's a great question, Nick, and let me just tell you a quick little story about how I kind of fell into the speaking business and how I found scripting to be very, very important. It was about eight years ago, I had a product/service called Foreclosures Daily. And this product was a membership community and it was a system that sold people on how to get rich in real estate.



And the reason you really want to be scripted is because you want to have consistent results. I see a lot of communicators, a lot of speakers all across the country that are changing their presentations dramatically each time out, and I got to share that with you. *It's not what you want to do.* You want to have a script so that way you can know your ROI, know your outcome, even before you get up on the stage.

And that's what's very, very important about scripting. It is really about getting consistent results, because if you do a webinar to somebody's list or you get on somebody's stage, they're going to want to make sure that you convert and close or you're never going to speak on stage again. So scripting is the key to your success.

NICK: I could not agree more. Now we're going to get into some of the things that you need to have in a presentation too, but before we do, a few people's eyes might glaze over, they don't know what the term 'anchoring down' is, and they don't know what trial closes are. So why don't you tell us a little bit more about some of those techniques?

DAVE: Great, great, great. Majority of people really don't know that there's some very advanced communication skills. A lot of people think persuasion and influence is the total picture. But actually, in the presentation equation, that's just a small percentage of persuasion, actually seven percent. The majority of communications is done through tonality and through body language and so you can really become a very effective communicator when you understand how it works.

NICK: Great point. But other than that, you have to fundamentally believe that what you do is the best thing in the world, and that everybody who goes a day without hiring you or buying your product is making a mistake and wasting money somewhere else that they should be spending with you – because you know you can help that much. And so

that's what these strategies are all about.

So again, Dave, what are some of the five things you need to have in a presentation, and would you go through how to script a presentation correctly, whether it's live or webinar? Also, can you talk just for a second about anchoring and the concept behind that? Obviously it's an NLP technique, which is neuro-linguistic programming, and you could probably explain that better than I can.

DAVE: Yeah it's a very, very, very empowering technique. But I just really want to hit this home where you had a great point, Nick. Really, you have to believe in your product or service to really effectively be able to use these tactics yourself. I just want to share a quick little story, Nick.

When I first started speaking, I was terrified. And I'm up on the stage and I'm going over the benefits of becoming a real estate investor and I'm going over the techniques of how I made a lot of money. I said, "Everybody get up right now. Get to the back table and sit down to register. And a bunch of people came running back there. And I'll never forget, Nick, one gentleman comes back there who can barely speak English. He says, "Hey, my name's Jose. I just come to this country. Me want to the Foreclosures Daily system." And I take the order and he gets signed up and tells me his story on how he just moved to this country.

So I decided in my mind, I'm like, "Well, maybe this isn't for you." So I took the order form back and I tried to 'unsell' it. He goes, "No, me want real estate millions. Me come to this country. Me going to sign up." And he signed up that day. And I went home that day and I felt so bad, I couldn't sleep that night. Why did I take money from a gentleman who just came to the country?

Four months went by, and back then I used to keep track of who really made it and had been successful making money, and I called my partner up. "Whatever happened to that guy, Jose?" He goes on to tell me, "Oh my gosh, Dave, that guy took the system, bought seven houses and made \$300,000 dollars."

And at that time, Nick, I was reading a spiritual book, and it was a book about selling, and it said, "Who are you to be God to determine who can and can't make it in this world? Your job is to provide the best service and help people get into the action." Does that make sense?

NICK: Absolutely man, and I couldn't agree more. Great story! I'm now going to get you back on this concept of anchoring and then we'll move onto some presentation things.

DAVE: Yeah, anchoring is a very powerful technique that I teach. So what I'm going to do is I'm going to teach you through stories. Anchoring is a very, very powerful technique. And I'll give you an example. In my old presentation, I had this part where I said, "I have never, ever, ever, ever seen a better time to get involved in foreclosures." I used to do this with my hand. I used to wave it and say, "The stars are aligned perfectly to do this and this." And I would point. And

the reason why it worked is I moved my hand. And I would point to the back table. So what I was doing is, I was anchoring down the back table.

Now when I write a presentation, there's five key components to writing a presentation. So in my presentation blueprint I made it very easy. Five keys.

The first thing that I'm going to talk to you about is the intro, how the introduction's one of the most important things.

The second thing in your presentation, number two is story. You're going to tell your story, how stories sell, back sell.

Number three is the body of the presentation.

Number four is basically the social proof.

And number five is the most important thing, which is the close. The close is the most important thing.

NICK: Good stuff. Well hey, we've only got a few minutes left here, so I do want to let everybody know about your next event. The web address is GoToInfoProfits.com. Dave, why don't you tell them about the kinds of things they can learn at your event .

DAVE: Yeah, what this event is, is that it teaches speakers, info marketers, entrepreneurs really, how to grow their business by doing webinars, by doing events, selling coaching, really, to effectively build a huge business. And so at this four-day training event, I'm going to teach platform closing. I'm going to teach how to write webinars. We're going to go over product launches and how to create coaching programs. I'm going to share with you how to really explode your business through speaking.

Now for this event people paid up \$2,000 to \$3,000 dollars to be at this training. What I'm going to do for your folks, Nick, is something special. What we're going to do for your folks is just cover my cost, which is \$200 dollars to come to this amazing event. And you can sign up. And what's the website to sign up, Nick?

NICK: It's GoToInfoProfits.com and if you guys can't find it, feel free to email me at my address: Nick@CelebrityBrandingAgency.com. I don't benefit from you paying a registration fee. You'll learn a lot of great stuff and I think you'll really benefit from it.

So Dave thanks for being on the call with me today, man.

DAVE: All right. Thank you very much Nick.

NICK: Take care. Bye. ★

(This is an abridged version of this interview. For reasons of space, we were unable to replicate the interview in its entirety. The complete version with the many detailed tips and techniques you might wish to use in your own presentations is available to you for the asking. For a copy of the complete interview, contact mandy@dicksnanton.com and request one.)