

THE

CONTENT FRAMEWORK

WORKBOOK

HOW TO CREATE AWESOME
CONTENT, CAPTIVATE YOUR
AUDIENCE AND ROCK THAT STAGE

EVERCOACH
by  mindvalley

The best coaches, speakers, performers and presenters in the world share this secret...

They use an effective framework to feel in control, comfortable and confident in front of an audience.

In demand speaker, author and brand strategist Franziska Iseli shares the proven 4-part Content Framework she personally uses to wow audiences around the world.

This workbook will help you kickstart your own 4-part Content Framework so you can rock your next presentation with confidence and clarity.

PART 1: BEGIN WITH “WHY”

Your audience needs to have a great reason to listen to you. So communicate the “why” behind your presentation or speech at the very beginning. You can grab their attention by using one or all 3 of the following key elements to illustrate your why:

- I. Statistics
- II. Stories
- III. Quotes
- IV. Benefits
- V. Case studies

To Find and Present Your “Why” Ask Yourself:

Why am I sharing this message?

Why is it important for the audience to listen and learn?

How can the audience benefit from my message?

Are there any statistics, case studies, quotes or stories I can use to support my “why?”

Write down below your answers and insights.

PART 2: MOVE ON TO “WHAT”

Now it's time to get clear about your topic or message. Include explanations, definitions and facts your audience needs to know.

To Find and Present Your “What” Ask Yourself:

What is the key definition of my message?

What are some other definitions that I need to share around my topic?

Are there any technical terms or jargon that I must explain?

What are some additional details and facts that will give more clarity on the topic?

Write down below your answers and insights.

PART 3: STEP INTO “HOW”

If you're running a workshop or event of some kind, this is the biggest part of your talk or presentation. This gives the audience information on how they can implement the knowledge that you have been sharing.

To Find and Present Your “How” Ask Yourself:

How can I help the audience to apply the information and knowledge that I'm sharing?

How can I break down this information into actionable steps, tips, techniques, demonstrations or systems?

What is the most powerful part of the “how” and how can I highlight this to the audience?

Write down below your answers and insights.

PART 4: TIME OF “NEXT STEPS”

This is when you guide your audience on what they need to do after your talk or presentation. This could be a Q & A session, a feedback session, a brainstorming session, a pitch to purchase your product, an invitation to work with you on a 1:1 coaching package or a combination of some of these options.

To Find and Present Your “Next Steps” Ask Yourself:

What is the natural “next step” or set of “next steps” that I can share with my audience after my talk?

How can I provide so much value that the audience will be happy to follow my next steps?

What is the irresistible coaching package or product that I can share with the audience after my talk?

Write down below your answers and insights.

This workbook is inspired by Franziska Iseli's work and based on her talk at the Evercoach Summit 2017. Franziska is an author at Evercoach, as well as a maverick entrepreneur, leading marketing strategist, speaker, author and the co-founder BasicBananas.com (Australia's leading marketing training organisation), Oceanlovers.global, YoursSocially.com, TheBusinessHood.com and impacteurs.com.

