

# RESONATE: MESSAGING FOR RESULTS

## THE 5P FORMULA WORKSHEET

### RESONATE Method:

- ▣ **CONNECT:** Includes audience analysis, preparation, & attention grabbers. Get fully present and smile sincerely.
- ▣ **CONVEY:** Highlight Commercial Insights for your audience and identify the problem. Deliver with confidence.
- ▣ **COLLABORATE:** Provide your solution and engage with tools. Facilitate interaction with intentional impact.
- ▣ **CONVINCE:** Include proof from success stories & research. Vary vocal dynamics & body language.
- ▣ **CLOSE:** Inspire the audience to take action on best next steps. Be brief and be seated.

### Creating Your Presentation:

IP

What I Call Myself: (IP) \_\_\_\_\_

My Processes/Jargon: \_\_\_\_\_

I Work With: \_\_\_\_\_

2P

Who Have This Problem: (2P)

3P

And Experience These Benefits/Results (Anecdotal):(3P)

4P

Proof...A Success Story (Analytical):(4P)

5P

Call to Action (5P)

### RESONATE

Founder, Cesar V. Teague, (PhD 2019, MBA, ATD Master Trainer). We work with entrepreneurs and professionals who are oriented towards leadership, self-development and business growth, but need support in their messaging for greater impact. We help you present with clarity & power. Whether for public speaking or business development to attract clients, our holistic approach transforms fear & discomfort into ease, empowerment & bottom-line results. Book your free strategy session or contact me at 415-877-4180.