

The Prediction

The Prediction Checklist

- √ Forecasts a change that is coming very soon to a particular industry
- √ Showcases an expert who is worthy of media asking what is going to be happening soon

Headline

- √ Name
- √ Profession
- √ Prediction
- √ Timeframe

[Your Name] [Your Profession] Predicts [Your Forecast] In [Timeframe]

Example: Joe Phillips, Tech Entrepreneur, Predicts The Year of Automated Webinars Will Be In 2014

Example: Doug Clark, The New Face of Real Estate, Predicts That Anyone Can Make Money In 2014

Paragraph 1

- √ Name
- √ Business

The Prediction

√ Prediction

√ How it Helps Prospects

Example: There are many common New Year's resolutions for growing businesses in 2014. However, according to Gerald Van Yerxa, CEO and founder, BestPresentationOnEarth.com, if resolutions don't include leveraging an automated marketing system, then a business has already failed.

Paragraph 2

√ Two to three sentence quote from you about why this change is happening and how you are helping people benefit from it

Example: "Bestpresentationonearth.com eliminates the fear because clients have access to customizable presentation templates and effective presentation ideas. Technical difficulties are no longer a problem because users can take time to edit and perfect the message before anyone ever sees it," stated Van Yerxa.

Paragraph 3

√ Set up the well-known expert, or celebrity, as being in agreement that the problem you are solving is a serious problem.

√ Be careful how you word this.

√ Do NOT indicate that they are endorsing you in any way.

Example: This is a growing trend in many verticals.

Paragraph 4

√ Quote from the expert or celebrity that backs the previous statement

√ Or use the findings of a research study

The Prediction

√ Brainyquotes.com

√ Google

Example: When businesses can present themselves as the solution to their prospects' problems, then they will win more business. That's why the Content Marketing Institute's 2014 Benchmarks, Budgets, and Trends Report shows that, each year, businesses are using more webinars and online presentations to reach their business and consumer customers.

Paragraph 5

√ Two to three sentences with the details about the solution.

Example: BestPresentationOnEarth.com gives anyone the power to create flawless profit-generating webinars and effective presentations that close more sales. Because the fortune is in the follow-up. BestPresentationOnEarth.com automates the follow-up process so a sales opportunity is never missed. The automated sales system uses SMS text messaging, voice call alerts, and email notifications with customizable auto-responders to keep a business in the minds of the prospects."

Paragraph 6

√ Set up testimonials

Example: Van Yerxa is already developing a cult like following of customers.

Paragraphs 7-9

√ Testimonials or quotes from the clients

√ Do not oversell or use too many superlatives

√ Be factual

√ Include statements that make you look good

The Prediction

Example: "We wanted to automate several seminars for prospective clients, and develop multiple trainings for employees. BestPresentationOnEarth.com helped set this up for our business. It was far easier than any of us thought," said Steven Henderson of Upstream Social.

Paragraph 10

√ Close and call to action

√ Simple

Example: Visit BestPresentationOnEarth.com to find out details of their program and about the 30-day trial for \$1.

The Prediction

BestPresentationOnEarth.Com Predicts That 2014 Will Be the Year of Automated Webinars

There are many common New Year's resolutions for growing businesses in 2014. However, according to Gerald Van Yerxa, CEO and founder, BestPresentationOnEarth.com, if resolutions don't include leveraging an automated marketing system, then a business has already failed.

"Bestpresentationonearth.com eliminates the fear because clients have access to customizable presentation templates and effective presentation ideas. Technical difficulties are no longer a problem because users can take time to edit and perfect the message before anyone ever sees it," stated Van Yerxa.

This is a growing trend in many verticals.

When businesses can present themselves as the solution to their prospects' problems, then they will win more business. That's why the *Content Marketing Institute's 2014 Benchmarks, Budgets, and Trends Report* shows that, each year, businesses are using more webinars and online presentations to reach their business and consumer customers.

BestPresentationOnEarth.com gives anyone the power to create flawless profit-generating webinars and effective presentations that close more sales. Because the fortune is in the follow-up. BestPresentationOnEarth.com automates the follow-up process so a sales opportunity is never missed. The automated sales system uses SMS text messaging, voice call alerts, and email notifications with customizable auto-responders to keep a business in the minds of the prospects."

Van Yerxa is already developing a cult like following of customers.

"We wanted to automate several seminars for prospective clients, and develop multiple trainings for employees. BestPresentationOnEarth.com helped set this up for our business. It was far easier than any of us thought," said Steven Henderson of Upstream Social.

Visit BestPresentationOnEarth.com to find out details of their program and about the 30-day trial for \$1.