

# **Your Weekly Presentation**

How to Make Your 30-60 Seconds Memorable

# Why Your Weekly Presentation Matter

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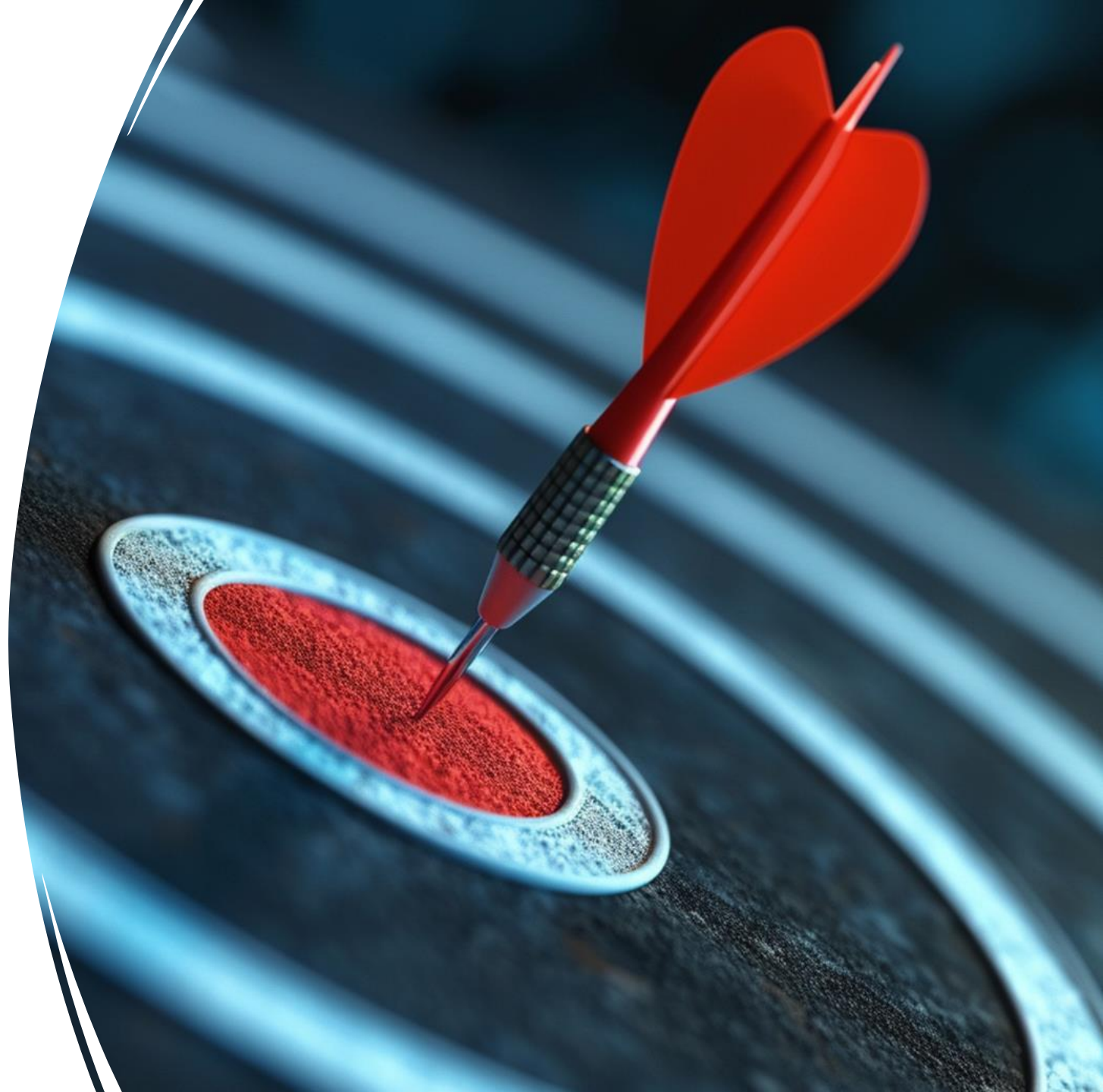
- It's your moment to shine each week
- Helps others understand who you help and how
- A clear pitch = more referrals

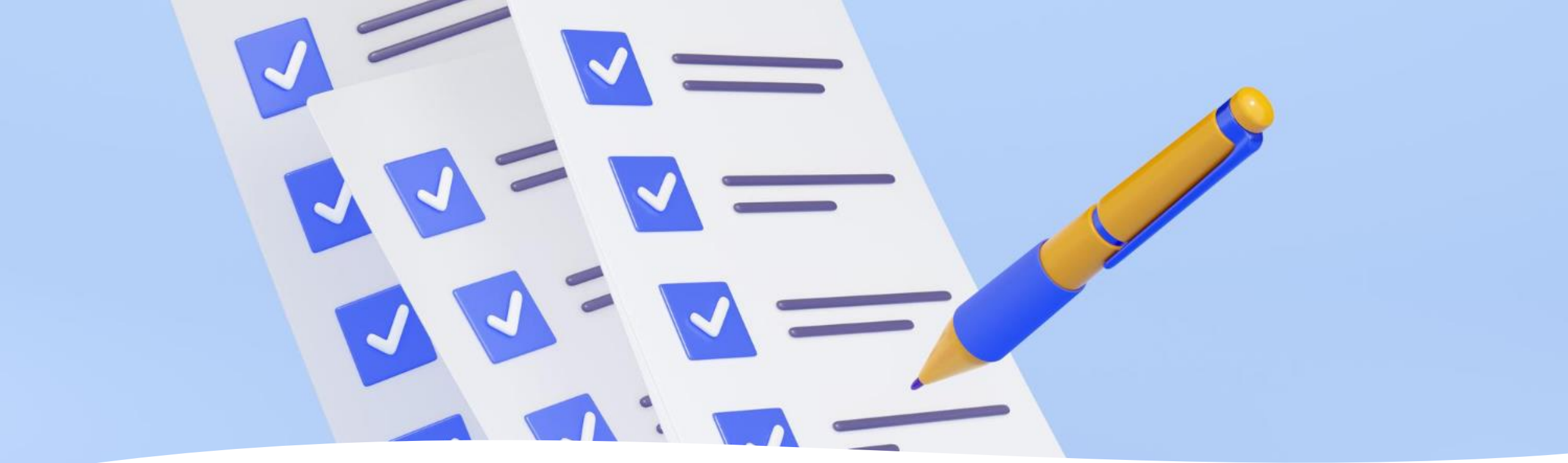


# What Makes a **Great** Weekly Presentation?

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- Clear, concise, and targeted
- Focused on a specific ask
- Uses stories or examples to be memorable





# Structure for a Powerful Pitch

1. Who you are and what you do.
2. Who you help (your ideal client).
3. How you help them (the value you provide).
4. What you're looking for this week (specific referral request).
5. Memorable closing or tagline.



MISTAKE

# Common Mistakes to Avoid

- Speaking too fast or going over time.
- Being too vague ("Anyone who needs help").
- Forgetting to make a clear ask.
- Not practicing beforehand.



# Tips to Make It Stick

- Use props or visual aids when possible
- Repeat your name and business clearly
- Practice and time yourself
- Change it up weekly to highlight different services or clients

# Practice Makes **Perfect**

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- Record yourself and watch it back
- Get feedback from your mentor or chapter members
- Join a Power Team and tailor pitches for your group



# Key Takeaways

- Your weekly presentation is your most powerful BNI tool
- Be specific, clear, and memorable
- The more you practice, the better the referrals



**Helping others grow is the  
best way to grow yourself.**

Happy Networking!