

# Sunshine Coast Women Entrepreneurs

## Business Card Lucky Draw – Guide for Prize Givers

Thank you for your generosity in providing a lucky draw prize for the Sunshine Coast Women Entrepreneurs. This prize draw adds even better value to the event where everyone gives a little and receives so much.

As a not for profit group, my facilitation of the group, as well as the speakers' time, is donated in the spirit of sharing. The sharing of wisdom and the support of other women entrepreneurs cannot be bought or sold, it is something we gift each other because we care. We are all in business together in this beautiful corner of the world, helping each other to reach our potential and share our unique messages.

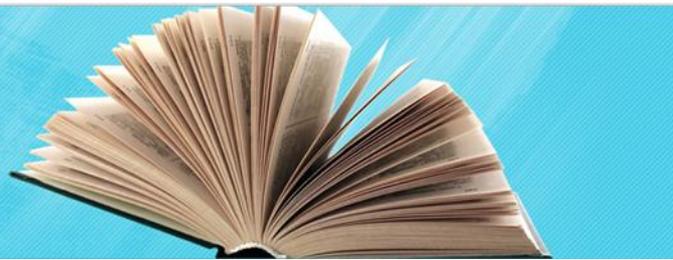
To make the prize giving process as streamlined and easy as possible for both of us, I have created this guide to help you with:

1. The prize itself
2. The five minute presentation

On the next two pages, please find information on each of these aspects. Once you have read through these guidelines, and had a go at putting together your material, please email me at: [alexmitchell@authorsupportservices.com](mailto:alexmitchell@authorsupportservices.com) with details about your prize and a brief description about your five minute talk.

Thanks again for supporting us to support you.

*Alex Mitchell*  
Facilitator  
Sunshine Coast Women Entrepreneurs



## Your Prize

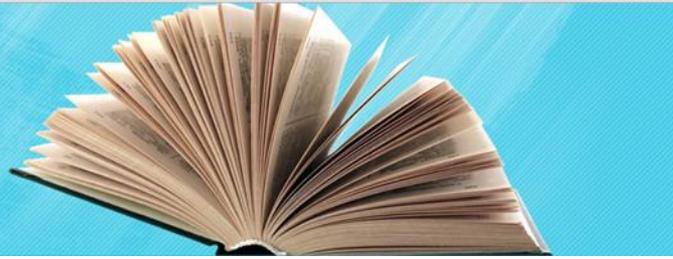
There will be two prizes at each event, each with a value of over \$100. What an amazing gift to take home – a chance to deeply experience the amazing services and products of one of the people you have shared the business journey with.

- Prizes must be a standalone, useable product or service. Discounts and two-for-one vouchers that require the receiver to spend in order to receive aren't suitable in this promotion
- Prizes are over a retail value of \$100. There is no upper limit, but be sure to make it something you can manage
- You are welcome to hand around brochures during your talk, and include a special deal for those who don't win the prize on the day. This is a great support to your call to action.

We'll be letting all our members (close to 1000) know about your prize so make the most of the advertising that comes with it!

To put together the advertising, I'll need a little information that covers the prize and your business. Three sentences is all it will take to showcase your business, your prize and what it will give to the winner.

- **One sentence about you and your business** (eg Award winning milliner Betty Smith from *Betty's Hats* is donating this fabulous prize from her collection of special occasion hats)
- **One sentence about what the prize is** (eg The prize hat, with a value of \$179, is from the *Race Day Darlings* collection and features a delightful blend of neutral toned feathers and sequins)
- **One sentence about what the prize does** (This elegant hat is perfect for spring weather and will be the envy of racegoers at the Melbourne Cup)
- **A website link to your business** so potential customers can hop directly from the Facebook post to your other information



## The Five Minute Presentation

The women who donate these generous gifts will receive a five minute speaking spot at the event. Imagine the leverage and value in the spotlight at the Sunshine Coast's most desirable networking event, sharing your expertise and passions with a motivated and supportive local audience!

Five minutes may seem like a long time compared to the usual 30 second pitch, but it goes by in a flash. Once you've taken into account introducing yourself at the beginning and a comprehensive closing statement, there is only about three minutes of actual content.

There is an art form to delivering such a short presentation so to help you with it, MC and media coach Jill Chivers has created this guide especially for us on how to compose and construct your presentation to get the most from the opportunity.

Part 1	First 45 – 60 seconds	<b>Introduce yourself.</b> Tell us your name, your business name, what your business does and who it does it for, value you bring, etc. Keep this to no more than 60 seconds.
Part 2	Middle 3 – 3½ minutes	<b>Three Key points.</b> Tell us about three things, and talk about each of those things for one minute each. Please do not try to cover more than three points here, otherwise you will run out of time!
Part 3	Final 45 – 60 seconds	<b>Wrap up.</b> Conclude your presentation with a summary of your message, a reminder of your key points, and a call to action.

### Jill's tips:

- Prepare your presentation – don't wing it or imagine that it will just happen on the day – it won't. For such a short timeframe, you need to structure and prepare your presentation carefully.
- Make sure you rehearse your presentation at least four times before coming along to Sunshine Coast Women Entrepreneurs to deliver it. You want to be sure you are covering the MOST important elements of your business, and that you can deliver to the five minute timeframe without going over time.
- On the day, Alex will give you a 'one minute to go' signal, then 'ten seconds to go'. Please pay attention to these as a sign of respect to Alex and to the group! At 'one minute to go', start to conclude your presentation – move into Part 3 (as above). And at 'ten seconds to go' wrap up with a few final words.
- At the 'ten seconds to go' mark, if you have run out of time, DO NOT start another piece of content. It is time for your final words only.

If you'd like to take your presentation skills to the next level, or have someone put this presentation together for you for maximum impact, contact Jill at [www.JillChivers.com](http://www.JillChivers.com).

She'll make you and your business shine!