

# **To Business Owners Who Want To Grow – But Can't Get Their Sales Presentations Started – With Dustin Mathews**

This article gives a breakdown of an interview with Dustin Mathews, a recognized ingenious marketing strategist who is passionate about creating a marketplace frenzy.

It is essential as it shares invaluable insights for marketers, entrepreneurs, and CEOs on how to captivate an audience, utilize storytelling, and have consistent messaging.

The benefit of these exercises is refining your marketing strategies, enhancing audience engagement and learning how to inspire immediate action from your audience.

## **Quote to remember from the Interview**

"Create a process and then tell stories behind your process of success." -  
Dustin Mathews

## **What You'll Learn From the Activity**

The questions and activities will help the audience grasp the concepts discussed in the article by inviting deeper reflection on each key point. They are designed to encourage application of the strategies presented, and identify how these strategies could take shape in your own entrepreneurial ventures.

**Activity**

Define "open-looping" as described by Dustin Mathews.

Discuss a situation where you used the concept of open-looping in your business communication.

How does open-looping enhance audience engagement?

Mention two examples of shocking or off-topic things you can say to grab people's attention.

What is the importance of structuring your content into simple steps or processes?

Write a short narrative (story) that could effectively explain a process in your line of work.

In which ways can you use storytelling and case studies to validate a process of success?

Evaluate a case when you demonstrated consistency in your message delivery. What was the outcome?

How can maintaining a consistent level of insight and energy inspire your audience to take instant action?

If you were to offer a training session, what practical steps would you take to encourage participation from your listeners?

Write a brief case study relating to your business that could motivate your audience to act.

Describe the relevance of keeping information given to your audience trimmed and concise.

Thinking about your last webinar or public talk, how could you have improved the consistency of your message delivery?

How can 'No B.S. Direct Marketing' book by Dan Kennedy and ReBrandly for managing URLs be beneficial in your entrepreneurial ventures?

True or False: Breaking down information into simple steps makes your content trickier to digest.

How can structuring your content into processes and relying on engaging stories make your message more memorable to your audience?

Why is it essential to deliver the same level of insight and energy whether you are speaking publicly or in a webinar?

How can you endeavour to ensure message consistency in your communications?

Discuss a recent situation where you empowered your audience to take action.

How did Dustin Mathews suggest enhancing engagement in your communication and materials?

Select from multiple choices: According to Dustin, the purpose of open-looping is to \_\_\_\_\_.

- A) Draw attention to the speaker
- B) Confuse the audience
- C) Encourage audience participation
- D) Sell more products

Briefly explain the process you would develop to promote a product or service.

How can adopting consistent message delivery develop trust and reliability with your audience?

Identify 3 key takeaways from the podcast and how you can apply them to your business.

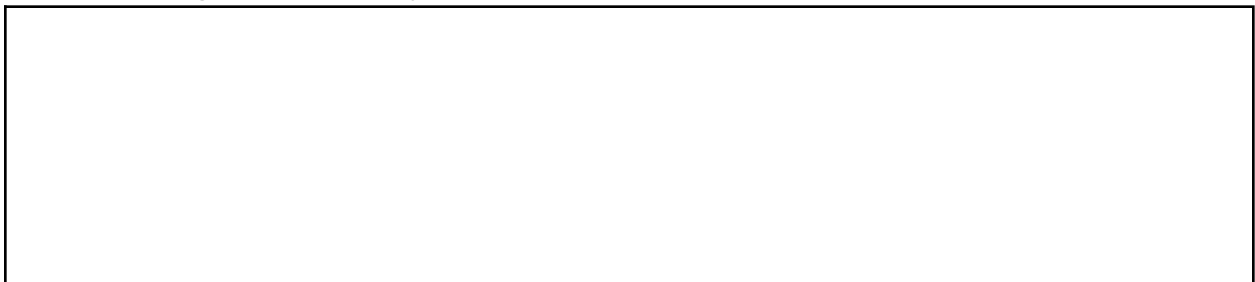
Create a process, as per Dustin's advice, and narrate a story behind your process of success.

Reflect on how these insights can revolutionize your marketing strategies. Ponder on a successful marketing strategy of a known company. Which of Dustin's insights could have been behind their success?

Develop a strategy to inspire your audience to take instant action after listening to your presentation.

Listen to a noteworthy speech or webinar, how many of Dustin's strategies were used? How effective were they?

Sketch a blueprint for a presentation incorporating all of Dustin's strategies learnt through this activity.

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