

Benefit Statement

Time frame

- Over the next 20 minutes ...
- When you leave here this afternoon ...
- By the time we finish ...

Take away

- you are going to learn ...
- you will discover ...
- you are going to see / hear / ...
- you will receive ...
- you will walk away with ...
- you will take away with you ...
- you will realize ...

Benefit

- so you can ...
- so you are equipped to ...
- so you know / understand how to ...

_____ *(time frame)* _____ ,

you _____ *(takeaway)* _____

_____ ,

so _____ *(benefit to them)* _____

_____ .