

## **Sample Presentation for Expectant parents**

### **“Looking into a crystal ball”**

*After being introduced, have an opening that gets the audience's attention.*

Good morning (afternoon, or evening).

I see you are expecting something special! Congratulations, you are in for some interesting times when that baby makes its entry into the world.

As I look into my crystal ball, I see wonderful, yet stressful, days when you take your baby home. I see sleep-deprived parents as you adjust to those nightly feedings. I see more extra work than you could have imagined, and less time to do it. You won't be sitting around with nothing to do. The “to do” list will far exceed the hours in a day.

I see parents who don't want to deal with the “What's for dinner” dilemma. Oh, yes, you wish you could find time to plan meals, shop for groceries, prepare the food and clean up afterwards. But, for quite some time it will only be good intentions.

The reality is, you'll soon have all the take-out menus memorized, the pizza delivery person will know you by name, and you will have tried every commercially prepared offering the supermarket offers. While these meal choices are convenient and quick, they are not very tasty and they are far from nutritious.

This means you probably won't be getting well-balanced, nutritious meals – and at a time when they are so important. That's where I come into your lives – on the schedule you choose, and I'll keep coming as long as you choose.

As a personal chef, I'll be giving you healthy, home-made meals – you'll have one less time-gobbling chore to deal with. Does this sound good to you? (pause) I thought so.

You are probably wondering just how a Personal Chef Service works, and I'm sure you are also want to know if this is affordable.

As a personal chef, I will customize menus specifically planned to appeal to your tastes and wants. If you have special dietary needs, they will be met. Low-fat, heart-healthy, reduced sodium, vegetarian, organic foods or whatever, it's no problem. If you don't like specific foods, they will never be on your menu. All meals will be prepared with fresh, top quality and healthful ingredients.

Of course, this means there is no one type, frequency or duration of Personal Chef Service for all. Rather the service is truly personalized. To explore further, I offer a free, no obligation interview in your home. During this time, you let me know your food likes and dislikes what your nutritional needs are and the number of entrees and servings you want. Once I have this information, I can zero in on cost of the service. Let me tell you what a typical service looks like. Armed with your food preferences and needs – and a date for your first service – I prepare and send to you a proposed menu for 5 different

entrees and some side dishes. You either approve the menu as is, or we work together to make changes until it meets your approval.

On the day of your service, I bring all the pots, pans and equipment I'll need. My first stop will be one or more stores to purchase the groceries. At your home, I'll prepare the meals, package and label them, leaving specific instructions for serving. Before I leave, the food will be stored and your kitchen will be clean.

Now at the end of a busy and stressful day, in about 10 minutes or so, you sit down to enjoy dinner. Look at the time you've gained. No planning, no shopping, no cooking, no clean up! Instead, you have family time and personal time. How much is that worth to you? Can you really put a dollar value to the time savings and to the value of healthy, homemade dinners?

Typical costs – that include the groceries and the service – are between \$\_\_\_\_\_ and \$\_\_\_\_\_, depending on the types of foods you want. The amount is usually less than you spend on those nutritionally bankrupt “convenience” foods. With a personal chef you get it all – convenience, healthy homemade meals, and time.

In closing, I'd love to serve you. My brochures, sample menus, and business cards are on the table. There also is a sign-up sheet for more information or if you want to book a free consultation. I'll be available after the meeting to answer specific questions.

Thank you for the privilege of telling you about my Personal Chef Service.