

8 TIPS FOR MORE POWERFUL PRESENTATIONS

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I. HUMOR DOES WONDERS...

*TO KEEP AN AUDIENCE AWAKE AND
ENGAGED, EVEN THROUGH
THE HEAVIEST CONTENT.*

2. WHAT DO YOU WANT...

TO DO FOR YOUR AUDIENCE?

INFORM THEM? MOTIVATE THEM? INSPIRE

THEM? ENTERTAIN THEM? INFLUENCE

THEM? KEEP YOUR DESIRED END/OUTCOME

IN MIND AS YOU DESIGN YOUR

PRESENTATION.

3. DON'T TRY SO HARD...

*JUST RELAX AND HAVE A NATURAL
CONVERSATION WITH THE AUDIENCE --
WHATEVER YOUR NATURAL IS.
LET US SEE THE REAL YOU.*

4. SPECIALIZE...

THE MOST SUCCESSFUL SPEAKERS ARE ALWAYS SPECIALISTS, NOT GENERALISTS.

(PLAIN ENGLISH: DON'T BE AN "I CAN SPEAK ON WHATEVER YOU WANT ME TO SPEAK ON" KIND OF SPEAKER. YOU'RE BETTER THAN THAT. REALLY.)

5. DON'T WEAR A SUIT...

*JUST BECAUSE "THAT'S HOW SPEAKERS
DRESS." SOMETIMES DRESSING
DIFFERENTLY CAN ENHANCE YOUR
PRESENTATION AND YOUR CONNECTION
WITH THE AUDIENCE - AS LONG AS IT'S
TRUE TO YOU.*

6. AS AN ATTENDEE...

I WANT YOU TO SHOW THAT YOU KNOW WHO I AM, WHAT I CARE ABOUT, AND HOW YOU'RE GOING TO HELP ME AS EARLY AS POSSIBLE IN YOUR PRESENTATION – THEN I'LL BE MUCH MORE LIKELY TO STAY TUNED IN THROUGHOUT YOUR PRESENTATION.

7.WHY?

*IF YOUR PRESENTATION INCLUDES LOTS
OF FACTS AND FIGURES, TELL ME WHY
THEY MATTER TO ME BEFORE YOU START
SPEWING THEM OUT.*

8. ENGAGE...

*YOUR AUDIENCE AS EARLY AS POSSIBLE –
LETTING THEM JUST SIT THERE IS VERY
LIKELY TO PLACE A DISTANCE BETWEEN
YOU AND YOUR AUDIENCE THAT YOU'LL
NEVER RECOVER.*

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