

Presentation Skills for Brainiacs Cheat Sheet

6 Rules for great presentations

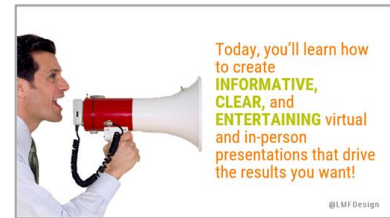
- 1 HIGHLIGHT BENEFITS, NOT FEATURES**
Features are what something IS. Things like size, shape, weight, materials, process, duration, etc. are nice to know but not very exciting.
Benefits are what something CAN PROVIDE. Benefits speak to people's emotions. How do they feel when they save money? Why is being unique important? Creating an emotional connection with your audience can make your message resonate more deeply.
- 2 FOCUS ON THE AUDIENCE, NOT YOURSELF**
Don't devote too much time to yourself: how long you've been in business, your capabilities, etc. It's too self-serving. Know your audience and focus on their needs. What problems are you solving for them? How are you improving their lives? What value does your information bring?
- 3 TELL STORIES AND DEMONSTRATE**
Stories and experiences are relatable, memorable, and make statistics come alive!
- 4 PLAN WELL**
Define your goals for every presentation, and develop a plan to get there. Guide your audience down the path of understanding. Focus on important messages and eliminate tangents.
- 5 EDIT, EDIT, EDIT!**
Concentrate on main points. Don't be an information firehose! Only show one idea per slide. Stick to your designated speech time.
- 6 SHOW ENERGY, ENTHUSIASM, AND EXCITEMENT!**
Be eager to share your knowledge and demonstrate that you want good things for your audience. Remember the words of Dale Carnegie: "Act enthusiastic and you'll be enthusiastic."

Where to find free photos



The BLUF Statement

Bottom
Line
Up
Front



The BLUF Statement articulates the reason for your presentation and what benefits the audience will receive by following your advice. This slide appears at the start of your presentation so the audience knows what to expect. Don't wait until the end to explain the benefits!

**Ask me how to
Cheat Death by
PowerPoint!**

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