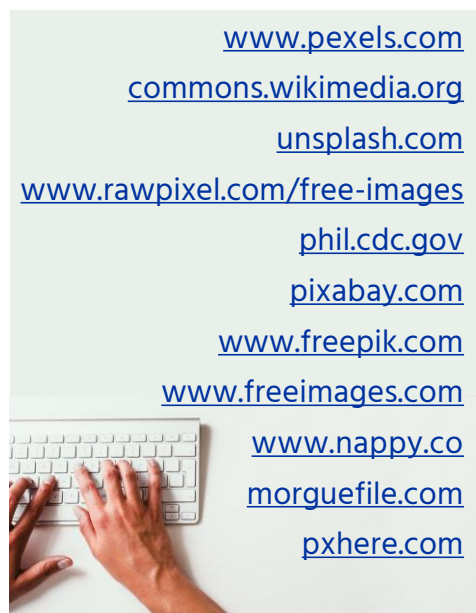


# Presentation Skills for Brainiacs Cheat Sheet

## 6 Rules for great presentations

- 1 Highlight benefits, not features**  
Features describe what something **IS**. Things like size, shape, weight, process, duration, etc., are nice to know but not very exciting. Benefits are what something **CAN PROVIDE**. They speak to people's emotions and describe the good feelings they'll have by following your recommendations, buying a product, etc. 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 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 achieve them. Focus on important messages, eliminate tangents, and practice.
- 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."

## Free photos



## The BLUF Statement



A BLUF Statement (Bottom Line Up Front) articulates the purpose of your presentation and how it will benefit the audience. BLUF Statements belong at the start of your presentation so the audience knows what to expect. Don't wait until the end to explain the benefits!

## Remote presentation magic

**Interactive talks are difficult for your audience to ignore!**  
Ask a lot of questions. ¶ Conduct polls. ¶ Pause for Q&A throughout your talk. ¶ Do live demonstrations. ¶ Use your presentation software's presenter tools. ¶ Encourage information exchange via chat. ¶ Call on participants by name.

LAURA M FOLEY  
DESIGN



PRESENTATION DESIGN  
AND TRAINING

If you enjoyed what we talked about and would like more help in becoming a skilled presenter, use these links to get in touch with me.

- ☎ (978) 820-0046
- ✉ [laura@lauramfoley.com](mailto:laura@lauramfoley.com)
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