

**FREE  
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Inside**

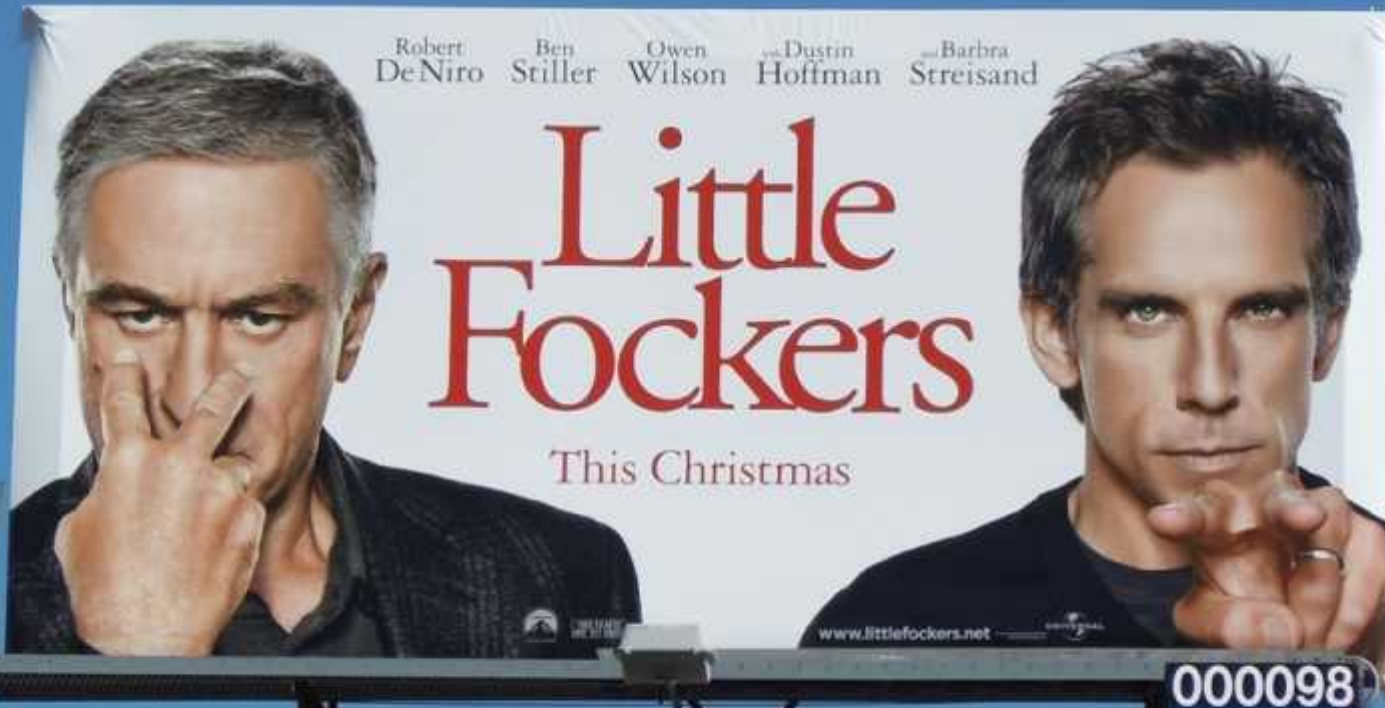
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# Great Presentation Secrets

**5 Simple Tips for Powerful Presentations**

[www.CommunicationSkillsTips.com](http://www.CommunicationSkillsTips.com)

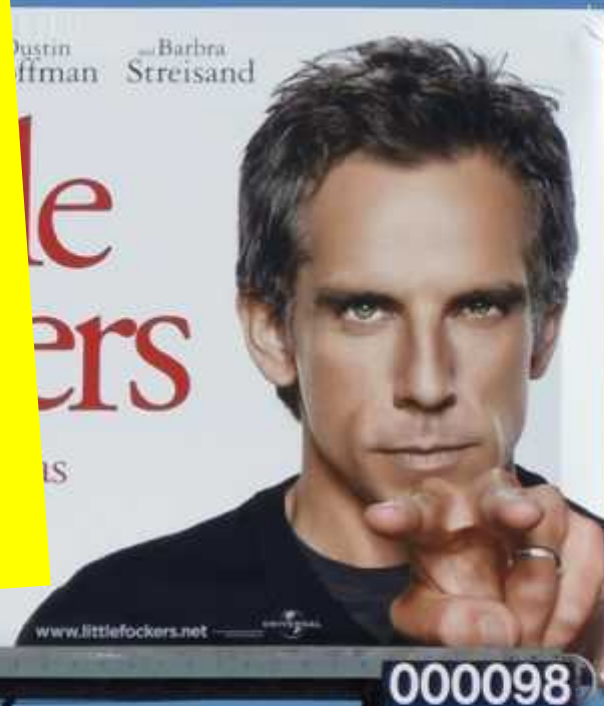
# 1. Craft an Interesting Title



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**BAD:**

**“A Critical Look at  
the History and  
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Fireworks”**



# 1. Craft an Interesting Title

**BAD:**

**“A Critical Look at the History  
and Production of Fireworks”**

**GREAT:**

**“BANG! – Making  
the Fire Work”**



## 2. Begin with a Bang!

A man in a black tuxedo and white shirt with a black bow tie is pointing a handgun directly at the camera. He has a serious expression and is looking slightly to the left of the camera. The background is dark and out of focus.

## 2. Begin with a Bang!

The opening of a movie is designed to **grab your attention.**

A man in a black tuxedo and white shirt with a black bow tie is holding a handgun. He has a serious expression and is looking slightly to the left. The background is dark and out of focus.

## 2. Begin with a Bang!

The opening of a movie is designed to grab your attention.

Your Opening should **grab** your audiences attention.

## **2. Begin with a Bang!**

**Start with a Story**



## 2. Begin with a Bang!

### Start with a Story

A well told **story** is **interesting** and captures audience attention straight away.

A photograph of a speaker in a dark suit standing at a podium, addressing an audience. Many audience members in the foreground and middle ground have their hands raised, indicating an interactive session or a Q&A period. The scene is set in a well-lit room, possibly a conference or seminar.

## 2. Begin with a Bang!

**Ask Your Audience a Question**



## 2. Begin with a Bang!

**Ask Your Audience a Question**

Questions **get your audience thinking.**



## 2. Begin with a Bang!

### Do Something Unexpected

During a TED talk, Dr. Jill Taylor got her audience's attention when she brought out a real brain to illustrate her point



## 2. Begin with a Bang!

### Do Something Unexpected

During a TED talk, Dr. Jill Taylor got her audience's attention when she brought out a real brain to illustrate her point.

You can hear the audience gasp when she brings it out



## 2. Begin with a Bang!

**Do Something Unexpected**

You don't have to use a real brain as a prop to get your audience's attention. Instead, you can:

(1) Start with a **Shocking  
Statistic**

## 2. Begin with a Bang!

### Do Something Unexpected

You don't have to use a real brain as a prop to get your audience's attention. Instead, you can:

- (1) Start with an Shocking Statistic
- (2) Start with an **Unexpected Statement**



A photograph of Steve Jobs speaking at a podium. He is wearing a dark suit jacket over a red shirt and glasses. The background is blurred, showing an indoor setting with lights.

## 3. Limit Your Points

**Focus on a few Key Points**

In his 2005 Stanford Commencement Address, Steve Jobs focused on only **three points** and backed each point up with a story.

As a result, his speech is memorable and inspiring.



A man with glasses and a goatee, wearing a black graduation gown with a maroon stole, is speaking at a podium. The background is blurred, showing an indoor setting with lights.

## 3. Limit Your Points

**Focus on a few Key Points**

What are the **key points** in your presentation?

A man with glasses and a goatee, wearing a black graduation gown with a maroon stole, is speaking at a podium. The background is blurred, showing an indoor setting with lights.

## 3. Limit Your Points

**Focus on a few Key Points**

What are the key points in your presentation?

Limit the number of points you talk about so that you **don't overwhelm your audience.**

A man with glasses and a goatee, wearing a black graduation cap and gown with a maroon stole, is speaking at a podium. The background is blurred, showing an indoor setting with lights.

## 3. Limit Your Points

### Focus on a few Key Points

What are the key points in your presentation?

Limit the number of points you talk about so that you don't overwhelm your audience.

Instead, focus on **explaining a few key points very well.**



## **4. Anchor Your Key Points**

**Use Anchors to Make Your Key Points Memorable**





## 4. Anchor Your Key Points

**Use Anchors to Make Your Key Points Memorable**

An anchor is a device used to **hook the key point** to your listener's memory.

## 4. The Story as an Anchor

**Stories are Effective Anchors**

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### Stories are Effective Anchors

In his 2005 Stanford Commencement Address, Steve Jobs used **three stories** (one to anchor each one of his three key points).



## **4. Analogy as an Anchor**

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In his book, the Mars & Venus Diet and Exercise Solution, John Gray uses the following analogy:



## 4. Analogy as an Anchor

### Analogies are Effective Anchors

In his book, *The Mars & Venus Diet and Exercise Solution*, John Gray uses the following analogy:

**“Think of your body as an old-fashioned steam engine. You need to feed the fire with coal. When there is no coal available, the stoker slows down so that all the available fuel is not consumed. Likewise, your metabolism slows down for the rest of the day when you don’t eat breakfast.”**



## 4. Acronym as an Anchor

**Acronyms are Effective Anchors**

[Click Here](#) to learn the **PARTS** acronym for Powerful Public Speaking

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Remember how you used to use acronyms to recall important information for your examination?

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If you are delivering an informative presentation, then creating an acronym can be an effective anchor



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### Acronyms are Effective Anchors

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## 4. Activity as an Anchor

**Activities are Effective Anchors**

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**Activities are Effective Anchors**

If you can create activities that emphasize your key points, then your points will be memorable.



# 5. Create a Compelling Closing

**Do Not End with the Q&A**



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Do not end with the Question and Answer Session. You want the last impression you make to be the best one, so **take the Questions first**

# 5. Create a Compelling Closing

**Do Not End with the Q&A**

Do not end with the Question and Answer Session. You want the last impression you make to be the best one, so take the Questions first and **then make your Final Conclusion.**

# 5. Create a Compelling Closing

**Do Not End with the Q&A**

Simply tell your audience members, "I'll take questions first, and then I'll wrap up with my Final Conclusion. So, who has the first question?"



# 5. Create a Compelling Closing

**Summarize Your Key Points**

# 5. Create a Compelling Closing

**Summarize Your Key Points**

In your conclusion, **summarize your main points**. This is your opportunity to recall your key points and tie them together.

A photograph of Barack Obama speaking at a podium during a public event. He is wearing a dark suit and is gesturing with his right hand. The background is a large, blurred crowd of people. A red banner is overlaid at the top, and a yellow banner is overlaid across the middle. A black banner with a website URL is at the bottom.

## **5. Create a Compelling Closing**

**Make a Clear Call to Action**



A photograph of Barack Obama speaking at a podium during a public event. He is wearing a dark suit and is gesturing with his hands. The background is a large, blurred crowd of people. The text is overlaid on the image in colored boxes.

## 5. Create a Compelling Closing

**Make a Clear Call to Action**

During your closing, **make a clear call to action.**

A photograph of Barack Obama speaking to a large crowd. He is in profile, facing right, wearing a dark suit. The background is a dense crowd of people, many holding up phones to record. The image is used as a background for a presentation slide.

## 5. Create a Compelling Closing

### Make a Clear Call to Action

During your closing, make a clear call to action. Let your audience know explicitly what you would like them to do after listening to your speech. **Give them a clear next step to follow.**

A man in a dark suit is seen from behind, standing at a podium. He has his right arm extended to the right. On the podium, there is a laptop and some papers. The background is a blurred audience in a large room with blue lighting.

**BONUS: How to Get Better**

**The Practice-Feedback Loop**

[www.CommunicationSkillsTips.com](http://www.CommunicationSkillsTips.com)





# BONUS: How to Get Better

## The Practice-Feedback Loop

The best way to improve at public speaking is to **practice, practice, practice.**

A man in a dark suit is seen from behind, standing at a podium. He is gesturing with his right hand towards an audience. On the podium, there is a laptop and some papers. The background is a blurred audience in a large room with blue lighting.

**BONUS: How to Get Better**

**The Practice-Feedback Loop**

Get **feedback** about your performance.

[www.CommunicationSkillsTips.com](http://www.CommunicationSkillsTips.com)



**BONUS: How to Get Better**

## **The Practice-Feedback Loop**

Keep practicing and getting feedback about your performance.

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# BONUS: How to Get Better

## The Practice-Feedback Loop


Keep practicing and getting feedback about your performance.

The more you practice, the more **confident and comfortable** you'll be on stage.

**FREE  
Gift**  
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**Your  
FREE  
Gift**



[Click here](#) to get the 2<sup>nd</sup> Edition of my highly popular 98-page e-book, "How to be a Great Speaker and Influence People".

**P.S.** Visit [www.CommunicationSkillsTips.com](http://www.CommunicationSkillsTips.com) for more FREE resources.

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Practice, Get Feedback, Improve

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Gift**  
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[Click here](#) to get the 2<sup>nd</sup> Edition of my highly popular 98-page e-book, "How to be a Great Speaker and Influence People".

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