



Why do we present?



An opportunity to connect.

- Connect with a potential sponsor
- Convey your message to an audience
- Connect with a mentor

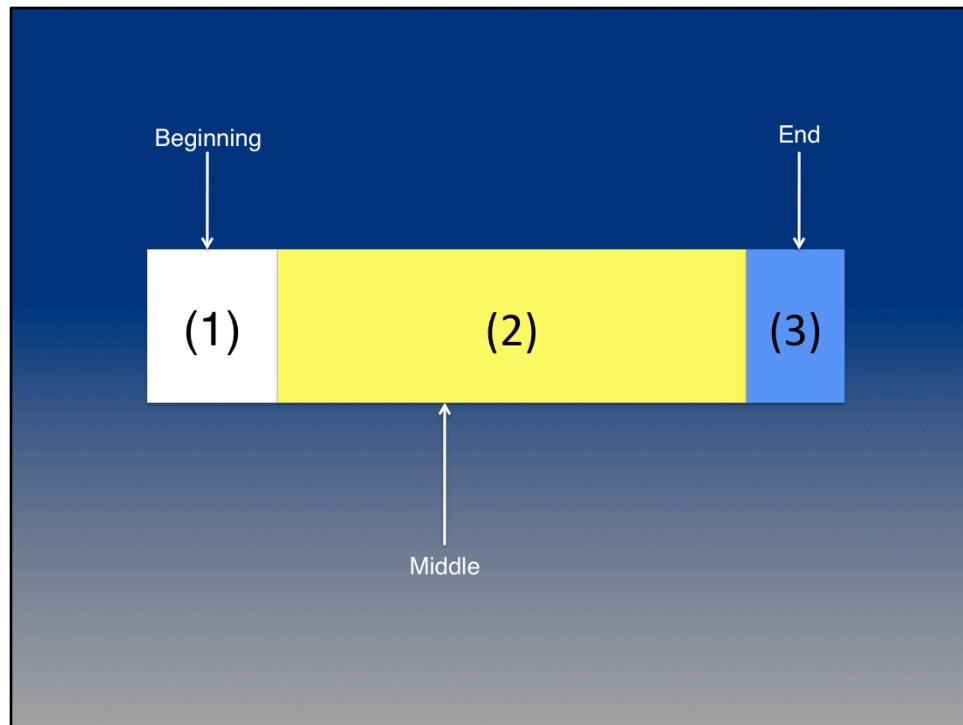


Logic isn't enough.

- You can't present a bulleted list of why someone should invest
- You can't just deliver facts
- You have to appeal to them
- Find a powerful way to appeal to someone's emotions, their desire to invest

# The art of story telling.

-A presentation is a story - Write a script



- (1) Tell them what you're going to tell them
- (2) Tell them
- (3) Tell them what you just told them

-Steve Jobs: Three acts, one more thing, then an encore

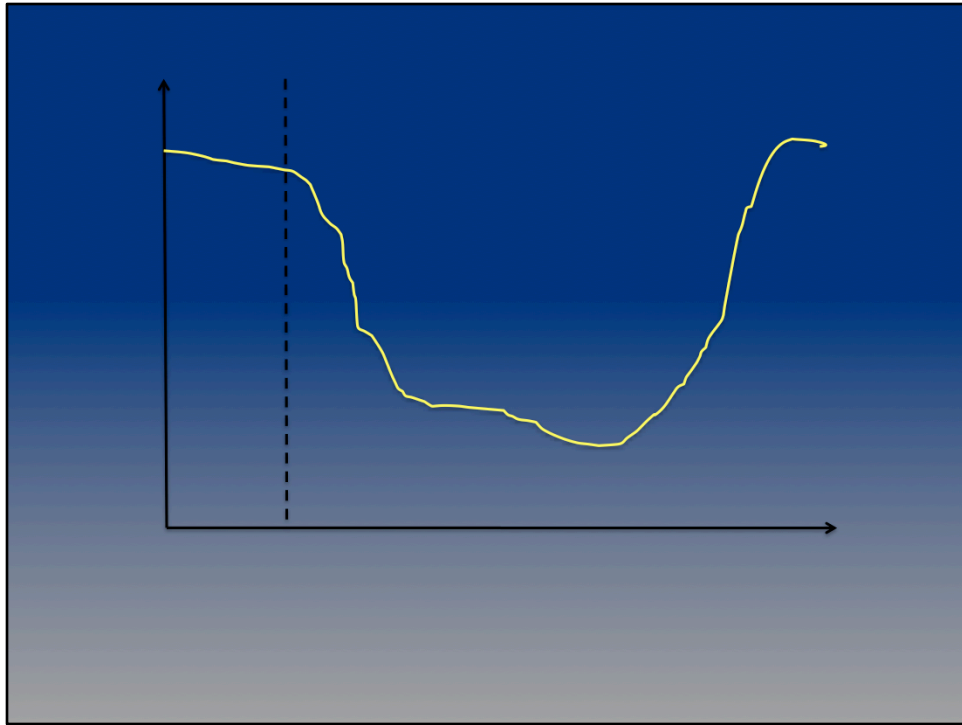
-Have a hook that your audience is anticipating; make them excited for it



Overarching idea: people should focus on you and what you're saying, not your slides

1. Keep it short





Audience attention span  
- For longer presentations, cyclic

2.

## 2. Limit bullets & text

How much text?

As little as possible.

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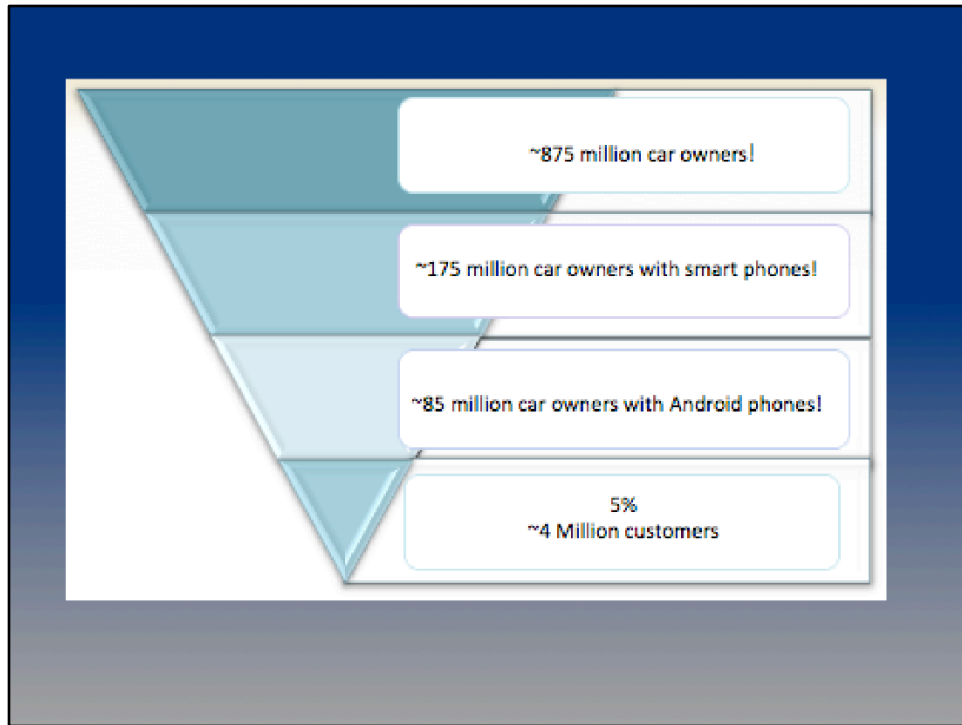
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Don't have to go to the extreme  
Include information in an interesting way (diagram, representative picture, etc.)



4,000,000

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Sometimes, use empty slides.

- Draws the focus on you.
- Makes the next content to appear on the slide really pop.
- Like silence in music; gives more substance and meaning to the notes
- Takes confidence (all attention on you), so do with care

3.

## 3. Use quality pictures

- No clip art!
- No cutesy graphics (unless called for by the content, e.g. kid's stories)
- Professional presentation → professional graphics



Everyone has seen every clip art image at least 50 times



4.



# 4. Keep it simple

- No busy graphics
- Little text
- Sparse slide transitions
- No frills to distract from you and your message

Number zero rule:



You are the presentation.

Always exceptions to these rules