

TELLING YOUR STORY



WITH A POWERFUL POWERPOINT



IF YOUR SLIDES ARE BAD . . .



. . . SO IS YOUR PRESENTATION

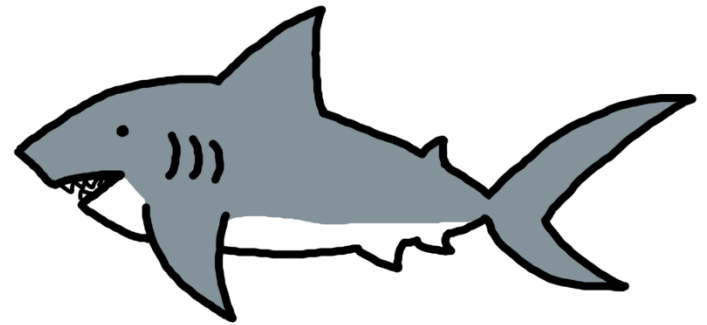
1 PICTURE = 1000 WORDS



1 PICTURE = 1000 WORDS



AWESOME.



NOT.

BIG FONTS. SIMPLE FONTS.

TITLE FONTS BOLD 40 PT +

BODY FONTS 32 PT +

THIS IS 18 PT BY THE WAY.

BIG FONTS. SIMPLE FONTS.

THIS DOESN'T MEAN YOU SHOULD FILL EVERY OUNCE OF SPACE ON THE FRAME WITH A BIGGER FONT SIZE. ACTUALLY, WHITE SPACE IS GOOD. IT HELPS EMPHASIZE THINGS. IF YOU PRESENT A WALL OF TEXT, THAT'S ALL THE AUDIENCE SEES; A WALL. MAKE SENSE?

USE LESS TEXT ON EACH SLIDE

APPLY TWITTER RESTRICTIONS

140 CHARACTERS MAX A SLIDE

 ≤ 140

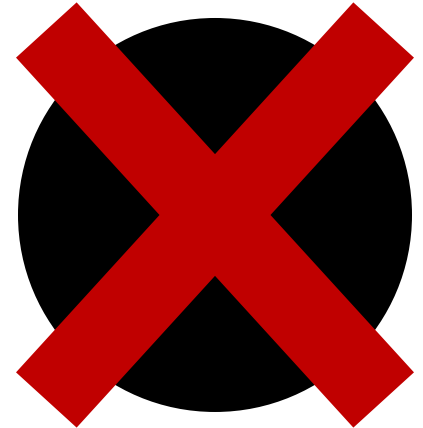
THIS SLIDE IS 140 CHARACERS, BY THE WAY.

YOU'RE THE STAR!

NO BULLET POINTS!

LESS TEXT IS EASY TO READ

KEEPS THE FOCUS ON **YOU**



LASER FOCUS ON THEM

IT'S NOT A TELEPROMPTER
DON'T TURN AND READ
FOCUS ON THE AUDIENCE



IT'S NOT A DOCUMENT

LET HANDOUTS BE HANDOUTS

OFFER HANDOUTS AFTER, OR PDF

REASON TO “RECONNECT”



DESIGN FOR THE GUY IN BACK



CAN HE READ IT?

NUMBERS & CHARTS



BIGGER NUMBERS = BIG IMPACT

SIMPLE CHARTS = MEMORABLE

REMEMBER THE BACK-OF-ROOM GUY

THE POWER OF 3 POINTS

1 NOT ENOUGH EVIDENCE

2 YOU'RE CONVINCING ME

3 I BELIEVE YOU.



BY 4, TEDIUM, SKEPTICISM SET IN

CONSISTENCY

COLOR USAGE

IMAGES & ALIGNMENT

FONTS

LOOKS PROFESSIONAL.
IS PROFESSIONAL.

NUMBERS & CHARTS



BIGGER NUMBERS = BIG IMPACT

SIMPLE CHARTS = MEMORABLE

REMEMBER THE BACK-OF-ROOM GUY


1 PICTURE = 1000 WORDS



DESIGN FOR THE GUY IN BACK



OUTLINE & STORYBOARD



START WITH POST-ITS
BUILD IN 3 CHAPTERS
ORGANIZE KEY IDEAS

EX: THE CAPABILITIES PRES.

CHAPTER 1: ISSUES

1. INTRO/WARM-UP
2. PROBLEMS/PAINS
3. POSSIBILITIES

CHAPTER 2: SOLUTIONS & PROOF

4. HERE'S HOW
5. EXAMPLES (x3)
6. HERE'S WHY

CHAPTER 3: CREDENTIALS & NEXT STEPS

7. ABOUT US
8. CREDENTIALS
9. NEXT STEPS

MAKE THE SWITCH

BUILD YOUR PPT

THEN...

FIGURE OUT

WHAT TO SAY

TO


FIGURE OUT

WHAT TO SAY

THEN...

BUILD YOUR PPT

PREPARE. PREPARE. PREPARE.

A photograph of two men in business suits standing in front of a glass wall. The man on the left is in profile, facing right, with short, light brown hair. The man on the right is also in profile, facing left, with similar hair. They appear to be in a professional setting, possibly a conference or meeting. A dark grey banner is overlaid at the bottom of the image.

1 HOUR TALK = 30 HOURS PREP

SPEND PREP TIME WISELY

80% TIME ON PPT

20% TIME ON
DELIVERY

TO

80% TIME ON
DELIVERY

20% TIME ON PPT

IF YOU NEED HELP . . .



CALL: 908.534.9044

EMAIL: edelia@delianet.com

FORM: www.delianet.com/contact

www.delianet.com

TELLING YOUR STORY



THANK YOU!