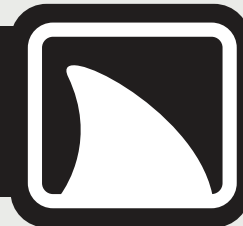




**SEVEN** WAYS TO  
**ROCK**  
**S** YOUR NEXT  
PRESENTATION

# 7 WAYS TO ROCK YOUR NEXT PRESENTATION



“

*There are only two types of speakers in the world. 1. The nervous and 2. Liars.*

**-Mark Twain**

## 1. FIND YOUR PASSION

“

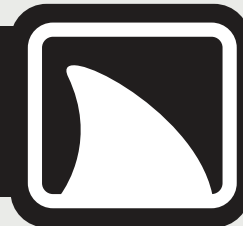
*Grasp the subject, the words will follow.*

**-Cato The Elder (234 BC-149 BC, Roman statesman)**

If you don't care about what you have to say, why should the audience care? Find a way to discover what makes you passionate in the subjects you speak about. This passion is essential in portraying positive and good body language. Once you find that passion, research and learn intricately about what your subject is. Use that information to piece together a simplistic and engaging presentation that will inspire audiences to listen to you. Just make sure to...



# 7 WAYS TO ROCK YOUR NEXT PRESENTATION



“

*There are only two types of speakers in the world. 1. The nervous and 2. Liars.*

**-Mark Twain**

## 2. FIND YOUR AUDIENCE

“

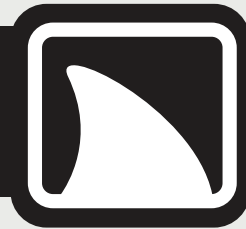
*Speech is power: speech is to persuade, to convert, to compel.*

**-Ralph Waldo Emerson**

Find out who your audience is. It's important because you don't want to try a joke on pop culture at a senior citizen conference. Chances are, cricket noises can be heard. Research before your presentation: who your audience is, what their interests are, when are they attending your presentation (audiences in the later day tend to get tired and less attentive), where are they coming to see you, and why are they attending your presentation. Be respectful to your audience and their time.



# 7 WAYS TO ROCK YOUR NEXT PRESENTATION



“

*Public speaking is the art of diluting a two-minute idea with a two-hour vocabulary.*

**-Evan Esar**

## 3. OUTLINE YOUR PRESENTATION

Outlining is a very important step to find out what major points you should focus on in your presentation. This process builds the canvas for the actual script and the thought roadmap on where the presentation is going. For example, in our CEO's "3 Ways to Deliver a Kick-Ass Presentation" presentation, he knew he was going to speak about 3 things: storytelling, simplistic design, and passion. This set an outline for his presentation.

---

### Story Opener:

Explanation of opener and relevance to presentation:

Introduction of Topics:

- o Storytelling
- o Simplistic Design
- o Passion

Thesis Statement:

Main Idea One: Storytelling

- o Creating Stories
- o Activity
- o What makes great TED speakers

Main Idea Two: Simplistic Design

- o KISS Principle
- o Use More Imagery
- o Use less text and animations

Main Idea Three: Passion

- o Have fun while you're presenting
- o Keep in mind the 38-55-7% Rule!
- o Questions to ask yourself when you present

Conclusion

- o How to implement these practices
- o How audiences remember presenters more than presentation
- o How to combine these three ideas into your next presentation



---

After developing the outline, he then was able to fill in the supporting content below the bullet points. This resulted in him being able to maintain structure, flow, and control before writing his script.

# 7 WAYS TO ROCK YOUR NEXT PRESENTATION



“

*A speech is like a woman's skirt: it needs to be long enough to cover the subject matter but short enough to hold the audience's attention.*

**-Author Unknown**

## 4. SCRIPT YOUR PRESENTATION

Using your outline, begin to write the verbiage and supporting content you'd like to use when actually speaking. But remember to keep it short, simple, and to the point! Always ask yourself after making a statement, "So what?" Why should the audience care? Is what you're saying relevant to progressing the flow of the presentation? If not, remove it! Read the script regularly and hear if it sounds conversational rather than just informational.

Build the supporting content where it's still easy to remember the key takeaways from the outline. Keep your content simple and easy to digest. While you don't have to remember every word of your presentation, it's good to at least know what key points you would like the audience to remember.

NOTE: Also remember if using slides to not overload slides with content. You should be the one telling the audience why you're excited, not the slides.



# 7 WAYS TO ROCK YOUR NEXT PRESENTATION



“

*The right word may be effective, but no word was ever as effective as a rightly timed pause*

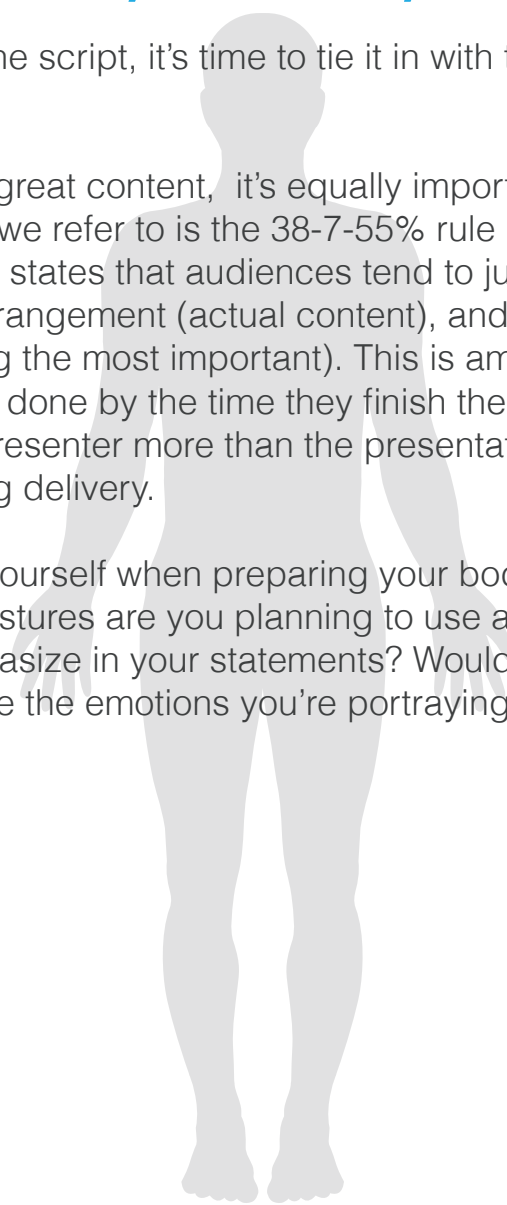
**-Mark Twain**

## 5. TIE IN BODY, TONE, AND SPEECH

Now that you're done with the script, it's time to tie it in with the actual delivery of the presentation.

While it's important to have great content, it's equally important, if not more, to be able to deliver it. A frequent rule we refer to is the 38-7-55% rule by psychologist Albert Mehrerbian. This rule states that audiences tend to judge presentations 38% on vocal tone, 7% on verbal arrangement (actual content), and 55% on body language (with facial expression being the most important). This is amazing considering that most people would think they are done by the time they finish the script right? Not so fast. Audiences remember the presenter more than the presentation, so presenters have got to be on their a-game during delivery.

Common questions to ask yourself when preparing your body language for a presentation: What hand gestures are you planning to use at certain points? What certain words do you want to emphasize in your statements? Would you like to include pauses after certain statements? Are the emotions you're portraying on stage properly matching your content?



# 7 WAYS TO ROCK YOUR NEXT PRESENTATION



“

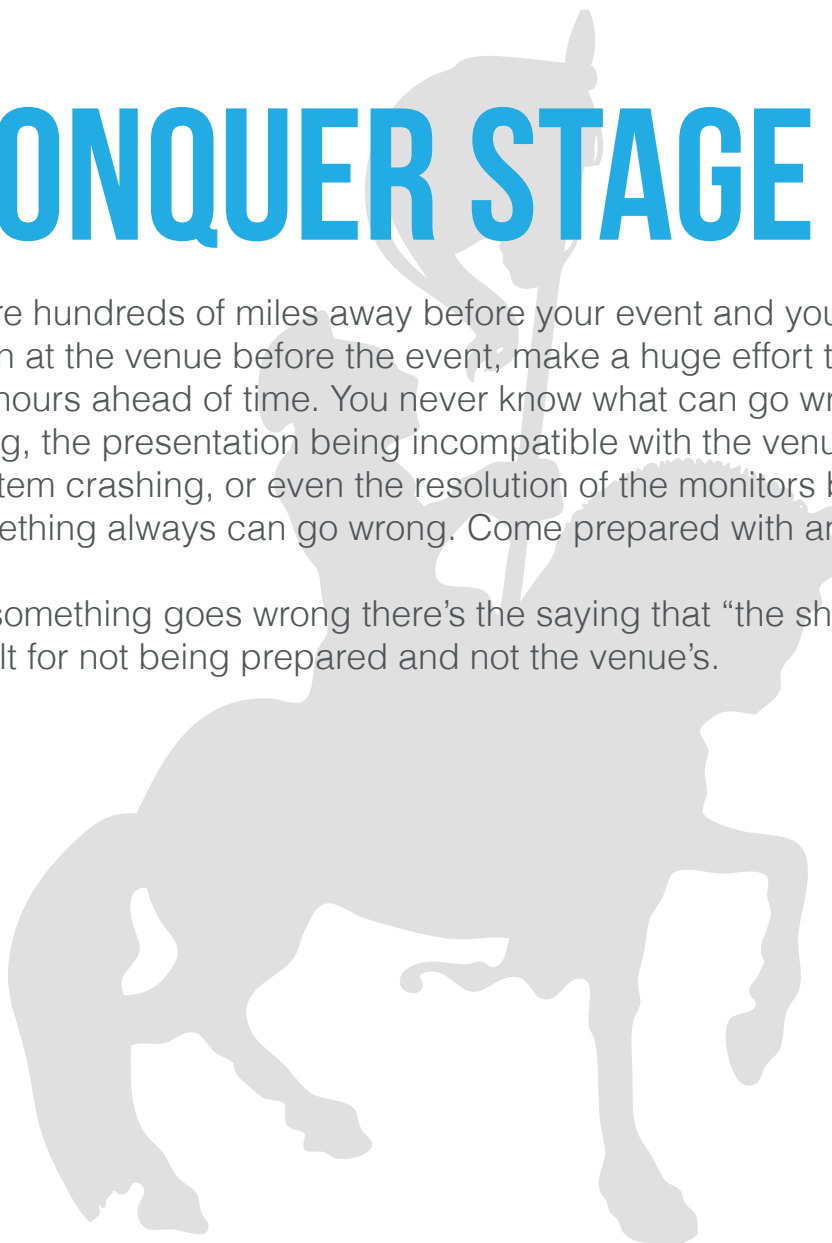
*Best way to conquer stage fright is to know what you're talking about.*

**-Michael H Mescon**

## 6. CONQUER STAGE FRIGHT

Now if you're hundreds of miles away before your event and you're unable to test out the presentation at the venue before the event, make a huge effort to test the equipment out at least 24 hours ahead of time. You never know what can go wrong. Whether it's the clicker dying, the presentation being incompatible with the venue's computer system, the A/V system crashing, or even the resolution of the monitors being terrible for your slides, something always can go wrong. Come prepared with an action backup plan.

After all, if something goes wrong there's the saying that "the show must go on". It's your fault for not being prepared and not the venue's.



# 7 WAYS TO ROCK YOUR NEXT PRESENTATION



“

*It usually takes more than three weeks to prepare a good impromptu speech.*

**-Mark Twain**

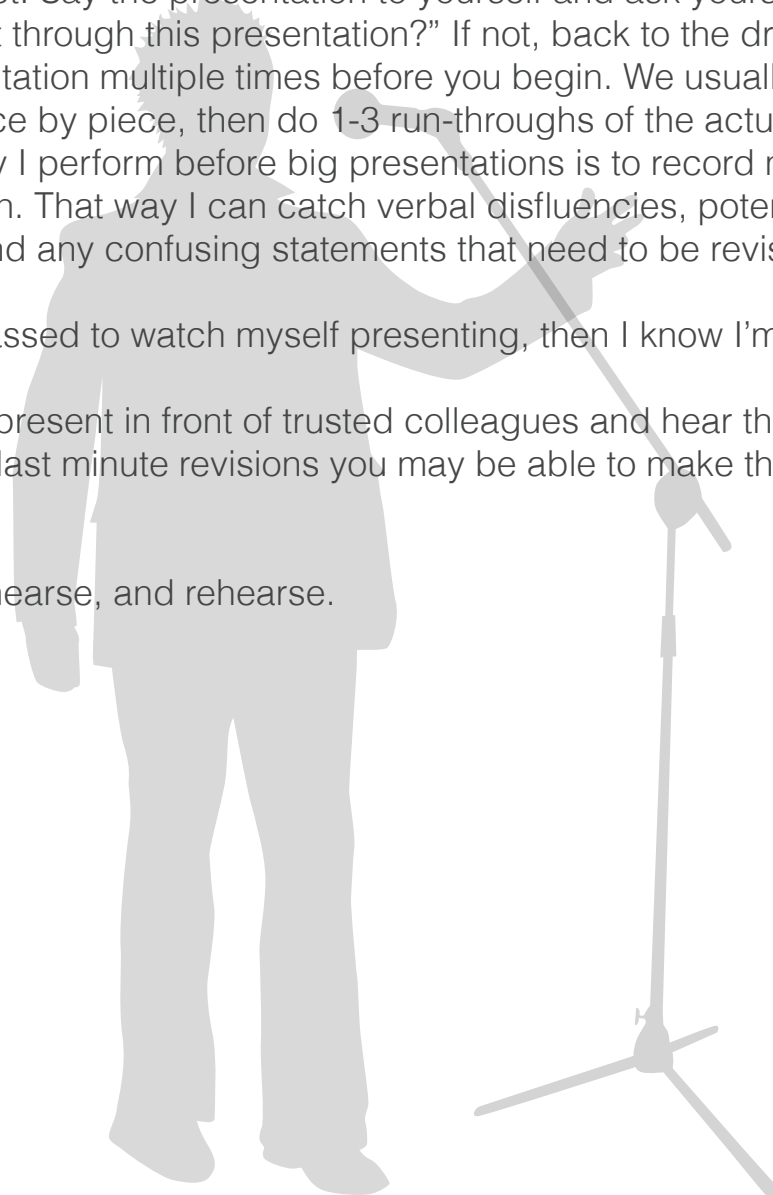
## 7. REHEARSE, REHEARSE, REHEARSE!

Practice makes perfect. Say the presentation to yourself and ask yourself constantly, “Would you want to sit through this presentation?” If not, back to the drawing board. Rehearse your presentation multiple times before you begin. We usually recommend our clients to prepare piece by piece, then do 1-3 run-throughs of the actual presentation. A very helpful strategy I perform before big presentations is to record myself delivering the actual presentation. That way I can catch verbal disfluencies, potential body language mishaps, and any confusing statements that need to be revised.

When I’m not embarrassed to watch myself presenting, then I know I’m ready.

It also doesn’t hurt to present in front of trusted colleagues and hear their comments. You never know what last minute revisions you may be able to make that could improve your presentation.

All in all, rehearse, rehearse, and rehearse.







# THANK YOU!

If this whitepaper helped you on your next presentation please let us know at [hq@bigfishpresentations.com](mailto:hq@bigfishpresentations.com). We love to hear feedback from our readers and would love to answer any questions you may have on presentations.

To keep updated with Big Fish Presentations, please subscribe to our blog to find out our latest presentation tricks and strategies.

Thank you for your time visiting our website today and happy presenting!

## **KENNY NGUYEN**

CEO/Founder of Big Fish Presentations

[kenny@bigfishpresentations.com](mailto:kenny@bigfishpresentations.com)