

Pow'Rful Presentations Newsletter

Pow'Rful Presentations is a relatively monthly investigation of ideas, strategies and techniques to assist PowerPoint® Presenters communicate clearly with audiences.

To get your own copy of this ezine, sign up at www.waynebotha.com.

In our effort to please everyone, and knowing that adult learners acquire new skills in different ways, you may find typographical or grammatical errors, or both in this newsletter. There is no need to point them out to us. These errors are purposely selected to please the widest audience and prove that we practice what we preach in communicating our message.

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Welcome to the September 2007, ***Pow'Rful*** Presentations newsletter.

This month we discuss three basic principles of delivering ***Pow'Rful*** Presentations.

1. Planning
2. Photos and unique images
3. Stories

If you follow these three basic principles, then your PowerPoint® presentations are going to stand head-and-shoulders above other presenters.

1. Planning.

What do most presenters do when delivering a PowerPoint® presentation? Do they open PowerPoint®, and start typing everything they want to cover in the presentation? Most presenters essentially just do a braindump of the points to cover onto the slides. There is normally no planning involved in creating a slideshow. Using generic bullet points such “Market Share” and “Imperative Strategies”, presenters load text onto slides in no particular order. Is it a wonder that most PowerPoint® presentations escort the audience to snoozeville?

How do you make your presentations stand out? Start off by planning. Firstly, define your focus message in ten words or less. What one message do you want your audience to walk out with? Then build your presentation around this message. You are already on track to a ***Pow'Rful*** presentation, because most presenters don't bother to define their message at all.

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2. Photos and unique images.

As you craft your slideshow, find ways to reduce the amount of text. Replace text with photographs and unique images. Use photographs that get your point and strike the audience as unusual to create a lasting image. Take the photograph yourself, if you can. This guarantees that the photo is unique. You can also purchase high quality photographs from stock image sites such as istockphoto.com. Try to steer away from generic clip art that the audience has seen and used before. Your goal is to create an emotional, memorable impression that connects your photo to your message.

3. Stories.

Tell stories to support your photos and communicate your message. Your stories do not have to be perfectly eloquent or expertly delivered. Your audience remembers your message when you support it with an example or story, because you give them something to hang your point on. If you can give an example of how your point was put to work in your life and how your audience can put it to work in their own lives, then you have a good chance that you will communicate your message.

In summary, follow these three basic principles to drastically improve your next PowerPoint® presentation:

1. Planning
2. Photos and unique images
3. Stories

For more detailed information and the 5.5 Steps to Presenting with PowerPoint®, purchase a copy of Dodging the Bullet Points at www.waynebotha.com

More next time!

Best,

Wayne Botha

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