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**How To Make Your Best Ever Presentation**

**By Graham Jones**

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The most important tip...EVER!

Make sure that you always think of your audience – when preparing your talk, writing it and presenting it. Put yourself in the audience's position at all times and your presentation will go with a swing. Remember your audience does not want to know how marvellous you are, or how brilliant your product is. What they do want to know is something that will help them. Find out what your audience needs to know first and your presentation will be bound to succeed.

The second most important tip...EVER!

When you prepare your presentation do not include any bullet points or text whatsoever. All your slides should be pictures, illustrations, charts, cartoons etc. That way your audience does not have to read anything and can concentrate on what you are saying. Equally, if you lose your way in your presentation it is not obvious – with text, the audience knows you've made a mistake!

The third most important tip...EVER!

**MOVE!** Whenever you are presenting make sure you move. Animation helps your audience and it helps you. Movement stops your muscles from tensing and also puts extra air into your lungs. When you move you relax. When you relax you perform better. So don't be static, get moving!

Use flow charts

If you need to demonstrate the way a project is proceeding or how you plan to achieve something, use a flow chart rather than a list of bullet points. This way you can make the flow chart visual, using icons and symbols.

## How To Make Your Best Ever Presentation

### Avoid too much colour

Try not to make your slides look like an explosion in a paint factory! Too much colour will be distracting. Try to use 'complementary' colours which you'll find opposite each other on the 'colour wheel' found in most software packages that can produce slides. For instance, you'll find that yellow is opposite red on the wheel. Never use colours that are next to each other on a colour wheel as they will clash.

### Prepare different handouts

Many people give printed copies of slides as their handouts. This is next to useless as the slides rarely make sense without the accompanying spoken words. So, the best handouts are those which are a written version of your talk – simply write a summary article with plenty of subheadings and bullet points. That way your audience will be able to review what you said more easily. True it takes more time to do this, but it is considerably more effective. Top presenters never give handouts of their slides.

Graham Jones B.Sc.(Hons) B.A. (Hons)(Psychol) is one of Britain's leading public speakers and presentation educators. He is a member of the Professional Speakers Association and runs The Presentation Business (

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## **Creating Your Presentation Success With a Positive "I Can" Attitude**

**By Debbie Bailey**

### **Creating Your Presentation Success With a Positive "I Can" Attitude by Debbie Bailey**

According to the Lamalle Report on Top Executives of the 1990s, one of the most important factors in determining financial success by those earning over \$250,000 is being enthusiastic and having a positive attitude (46%). Apparently, successful people never underestimate the power of positive thinking.

Why does having a positive attitude matter so much? Research solidly indicates that expectations influence behavior meaning if you expect to succeed, it is likely that you will and if you expect to fail, you are more likely to be unsuccessful. Expectations create outcomes because we work toward the outcome we expect, even if it is failure. Henry Ford said, "Whether you think you can or think you can't—you are right."

Over the years, I have worked with hundreds of presenters who had a negative script running through their head before each presentation. Their self-talk sounded something like this, "I should have prepared more. I wanted to do so much more but I ran out of time. I'm not a very good presenter. I don't think this is going to go very well. If I had a few more days, I could do much better." And so on and so on.

## How To Make Your Best Ever Presentation

This constant mental berating of oneself is very dangerous. Not only does it increase your anxiety about presenting, it helps shape the outcome of failure. We believe we won't do well and so we manufacture that failure to confirm what we already know to be true.

How incredibly self-defeating is that?

The goal of your presentation preparation is to do EVERYTHING necessary to be prepared for your presentation and then change that negative self-talk into a more positive dialogue that increases self-esteem, reduces anxiety, and sets up the expectation of success. Before a presentation, you should be telling yourself, "I am ready. I've done everything I could to prepare. I know my stuff. I am going to do very well." This will enable you to think positively about your presentation and carry that positive attitude into your actual presentation.

What amazes me is how much more difficult it is to be kind to ourselves and believe in our success than it is to demean and berate ourselves and expect to fail.

The things we say to ourselves undoubtedly influence our feelings and our attitudes. Instead of telling yourself that you aren't ready or that you wanted to be more prepared, why not try adjusting your attitude to the positive side of life—"I am ready and I am going to give a good presentation." Then watch as your positive outlook creates a positive outcome!

For much more about this and other Presentation Secrets, check out the book "15 Presentation Secrets: How to WOW Even the Toughest Audience," by Debbie Bailey available at [trainer2go.com/ebooks.html](http://trainer2go.com/ebooks.html).

Debbie Bailey is author of the book "15 Presentation Secrets – How to WOW Even the Toughest Audience." She is well known for her life changing presentation skills classes. Debbie possesses a Masters Degree in Professional Communications and a Bachelor of Arts degree in Speech Communication.

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