

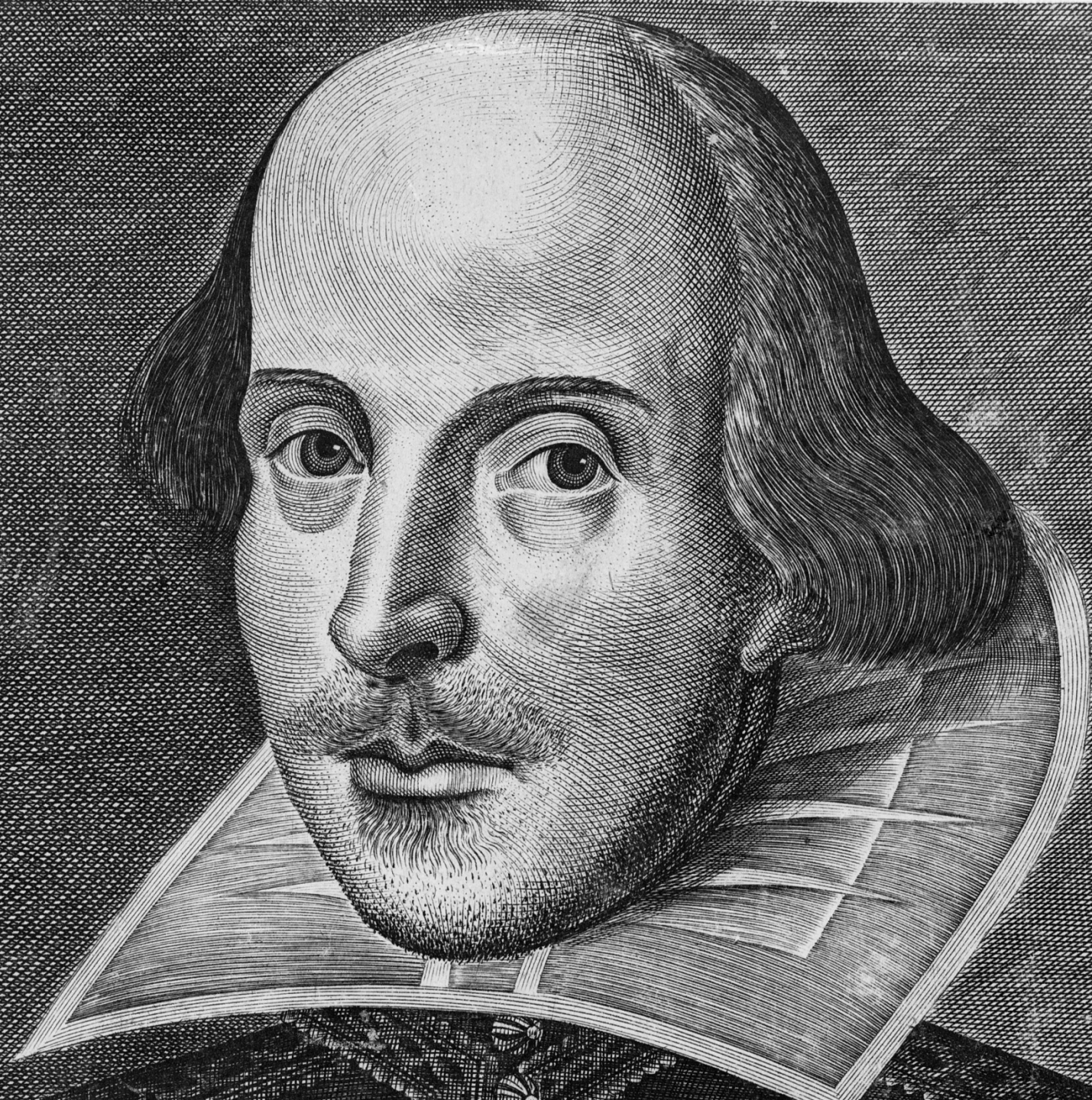


13 WAYS TO PERFECT YOUR NEXT POWERPOINT PRESENTATION

31

December

Jonathan Reik



PART 1

THE BIG PICTURE

— OBLIGATORY —

Seinfeld

— REFERENCE —



“Presentations have become the de facto business communication tool. Companies are started, products are launched, climate systems are saved — based on the quality of presentations.”

—NANCY DUARTE



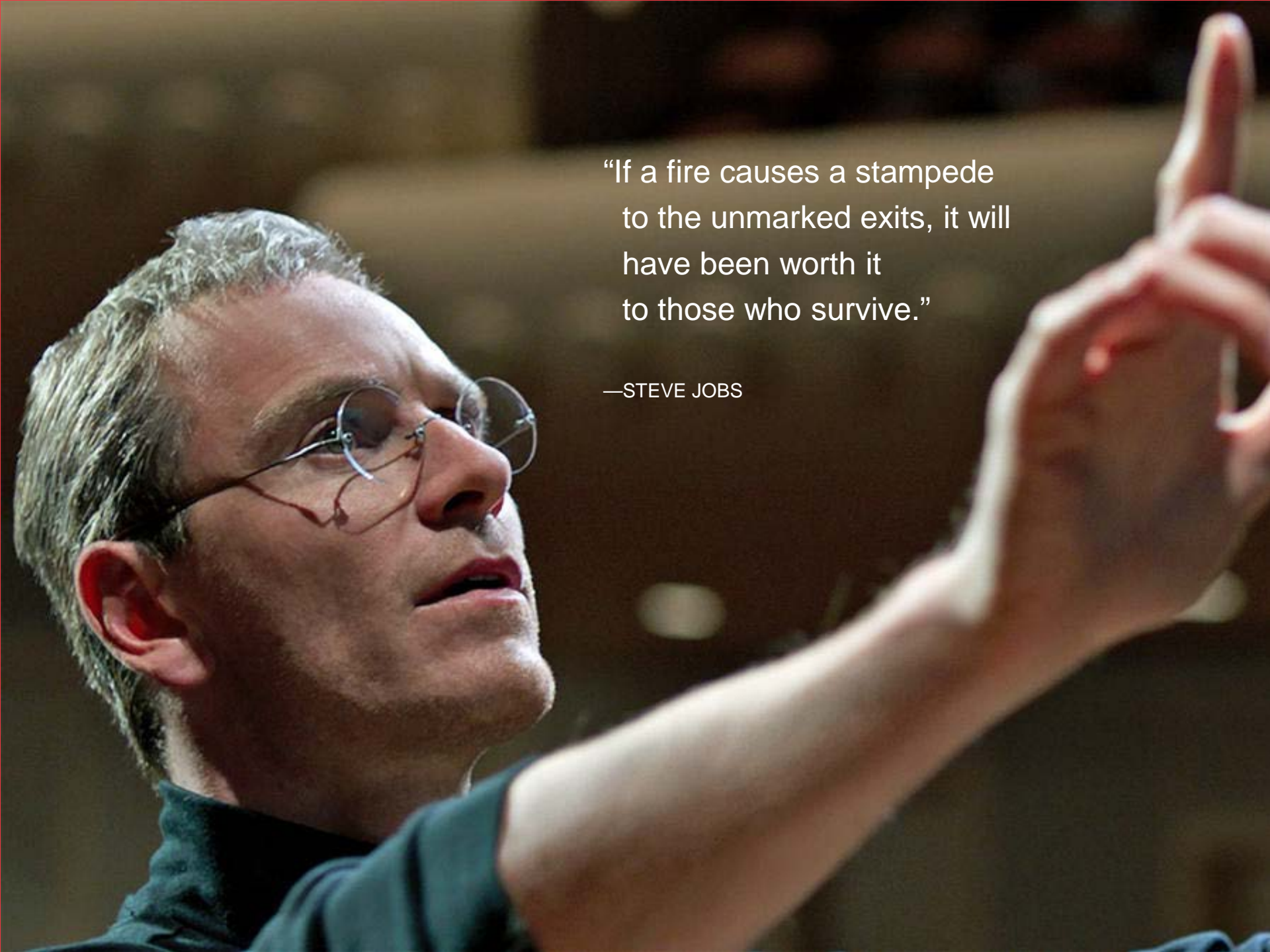


The audience wants you to succeed!

A color calibration chart with a grid of colored squares. The top row includes white, yellow, cyan, magenta, red, and blue. The middle row includes black, blue, red, magenta, green, cyan, and yellow. The bottom row includes dark blue, white, dark blue, and black.

**TECHNICAL DIFFICULTIES:
PLEASE STAND BY**

THE DEPARTMENT OF THEATER AND SPEECH

A close-up, low-angle shot of Steve Jobs. He is wearing his signature round glasses and a dark turtleneck. His head is tilted back, and his right hand is raised, with his index finger pointing upwards. The background is blurred, showing an audience in a dimly lit room.

“If a fire causes a stampede
to the unmarked exits, it will
have been worth it
to those who survive.”

—STEVE JOBS



SPEAK	PREP
5	15
10	30
15	45
20	60
30	75
45	90
60	105

in minutes

PART 2

THE SMALL DETAILS

DESIGN

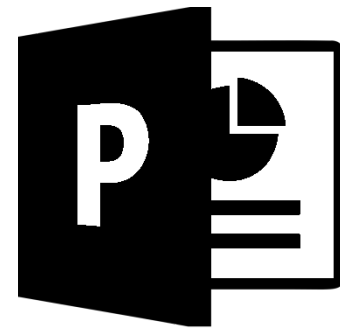
MOST DO THIS

Slap a headline and three bullet points on each slide

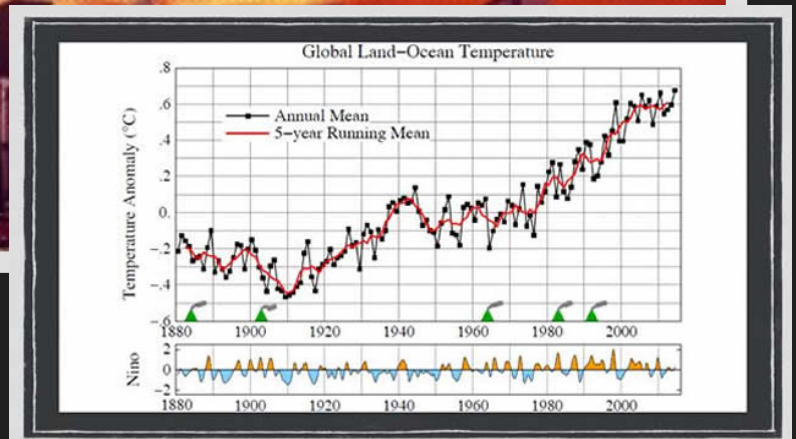


TRY THIS INSTEAD

Limit each slide to a single idea



Temperatures are rising.



VISUALS

“I spent 15 years as a television news anchor. A news producer would never consider building a 30-minute newscast with no video or no graphics over the anchor’s shoulder. Viewers do not want to see a ‘talking head’ for that long. It’s boring, no matter how well a person is trained in vocal delivery. Why, then, would I consider giving a 30-minute speech with no video or graphics?”

—CARMINE GALLO

Search Engine Optimization (SEO)

- Improves organic search results
- Sends more prospects to your website

Questions

- What keywords do people search to find you?
- Are you using those keywords in tags and content?

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Google

Google Search

I'm Feeling Lucky

Are Your Customers
Finding You Online?



Without Good SEO,
You're Nowhere.



FOCUS

MOST DO THIS

Read

TRY THIS INSTEAD

Reference

“The slides are for the audience, not the speaker
... The purpose of projecting a slide on the wall,
adjacent to the person speaking, is to provide a
visual representation of the topics being spoken
of. The slides should augment, not repeat, the
words of the speaker.”

—ROBERT FROST

OPENING

10

Hello
my name is

Jonathan

Statistic

Anecdote

Current
Event

Question

Joke

Show of
Hands

INTERACTIONS

Fill in
the Blanks

Recap

Show
of Hands

Handout

Quotes

Candy

SPEC SHEET



Introduction

VIPs

Lighting

Room
Layout

Mic

Presenter
View

CLOSING

We'd Love to Work With You!



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What'd I miss?

Let me know at @jrick!

A top-down view of a person's hands typing on a silver laptop keyboard. The person is wearing a dark, patterned long-sleeved shirt. The laptop is open, and its screen displays a white background with black text. On the desk to the left of the laptop is a white smartphone. To the right is a white computer mouse and two pens, one silver and one black. The desk surface is white, and the background is a light gray wall.

I'd *love* to speak to your team!

See anything of interest here?

jonathanrick.com/presentations