

Powerful Persuasive Presentations 5 Techniques that Lead to the Results You Want

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smm
CONNECT



1



Your subject is of
interest to your
audience

2

**Everyone is more interested in
themselves than **they** are in us.**



3

Watch your "I" vs "You" ratio



4

You can feel confident...

How often have you...

Do you remember a time when...

In your experience...

5

5

It might interest you to know...

Perhaps you agree...

You mentioned you are most interested in...

Thank you for the opportunity to discuss...


6

6



Great Presentations

The one-word advantage.

A woman with short blonde hair, wearing a blue blazer over a red top, stands smiling and gesturing with her right hand while holding a black folder in her left. A small number '7' is in the bottom right corner.

7

Great Presentations

All speaking is public speaking.

A woman with short blonde hair, wearing a blue blazer over a red top, stands smiling and gesturing with her right hand while holding a black folder in her left. A small number '8' is in the bottom right corner.

8

**REMEMBERED
& REPEATED**

**AUDIENCE
OF YOUR
AUDIENCE**

A woman with short blonde hair, wearing a red blazer, is speaking into a microphone and gesturing with her right hand. A small number '9' is in the bottom left corner.


9

Great Presentations

Practice does NOT make perfect!

A woman with short blonde hair, wearing a blue blazer over a red top, stands smiling and gesturing with her right hand while holding a black folder in her left. A small number '10' is in the bottom right corner.

10

A man with dark hair and glasses, wearing a light blue button-down shirt, is smiling with his arms crossed. A small number '11' is in the bottom right corner.

**SMILE
INTO
YOUR
WEBCAM!**

11

A woman with short blonde hair, wearing a red blazer, is smiling and holding a pair of glasses in front of her. A small number '12' is in the bottom right corner.

**PROJECT
ENERGETIC
INTIMACY**

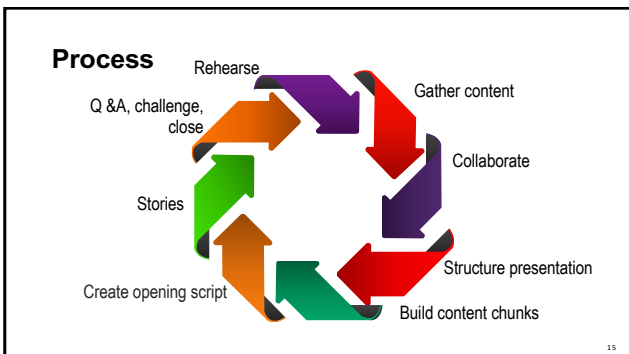
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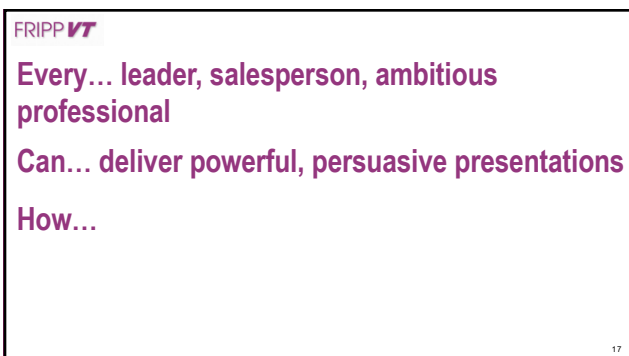
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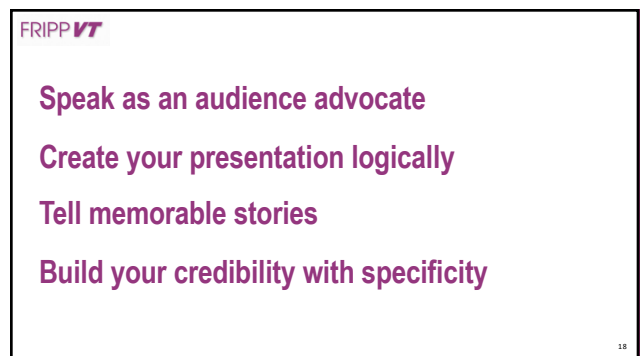
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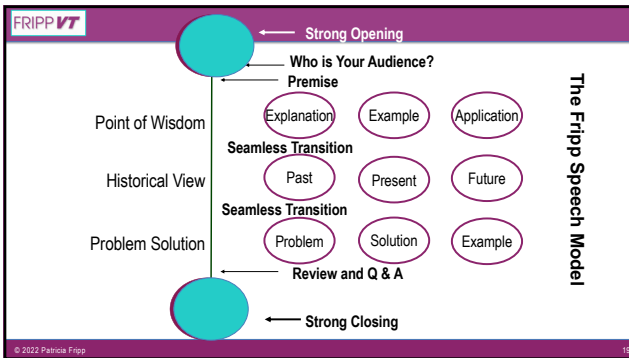
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Rhetorical question based on your premise

Review your key ideas

Challenge or call for action

Last words linger

20



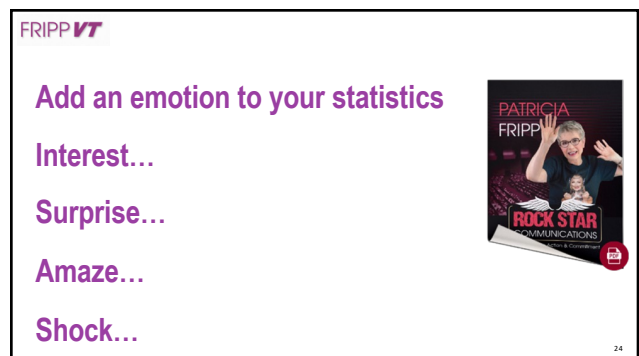
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Congratulations...

Thank you for the opportunity to discuss...

You mentioned you are most interested in...OR

Your biggest challenge is...OR

Your greatest opportunity is to...

25



26

**Common
Goal
Consistent
Message**



27

**Without
Consistency**

**There is
No True Quality**



28

Be prepared

**Perpetually
Prepared**



29

Have something to say while thinking

Put this update into historical context

Challenge, success, surprise

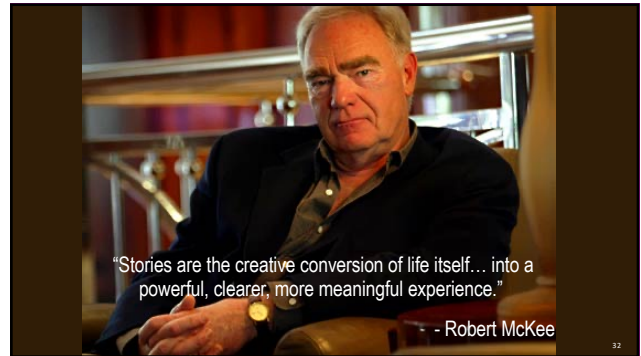
Ask for help, support, budget

Circle to your opening

30



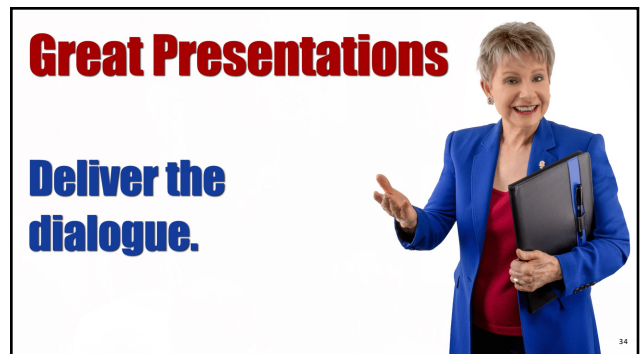
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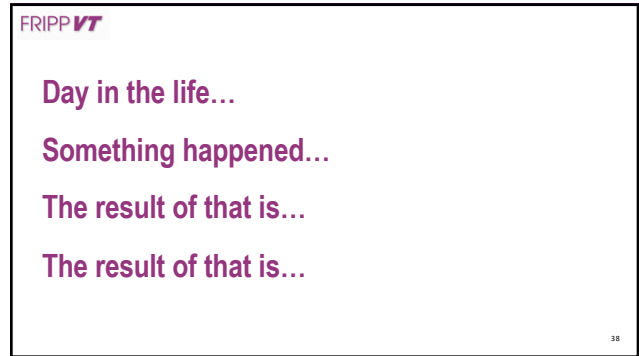
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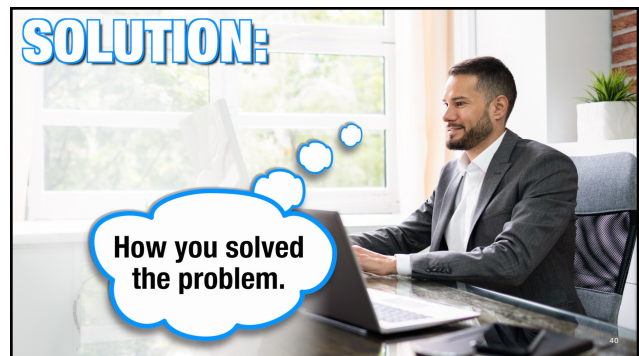
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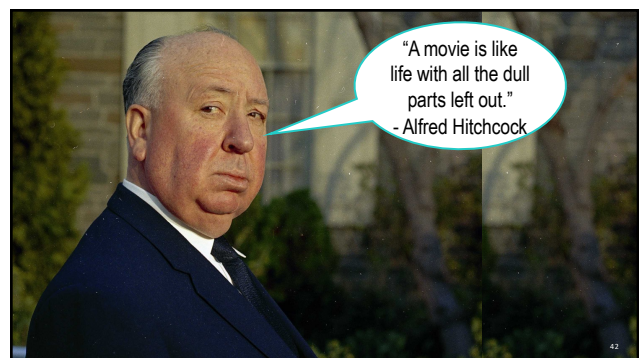
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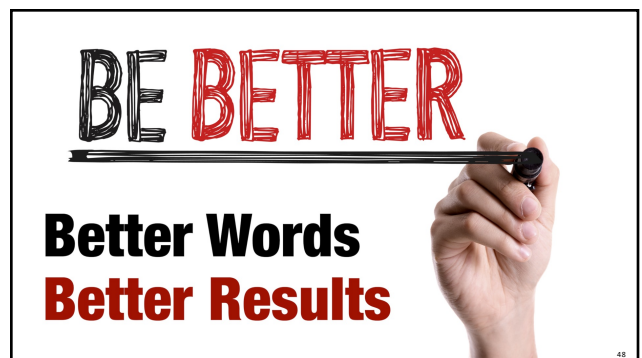
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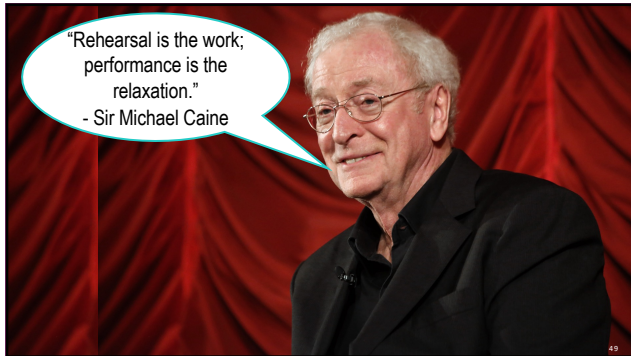
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- Connect to your audience
- Use a fool-proof structure
- Open with impact, close on a high
- Tell memorable stories
- Build your credibility with specificity

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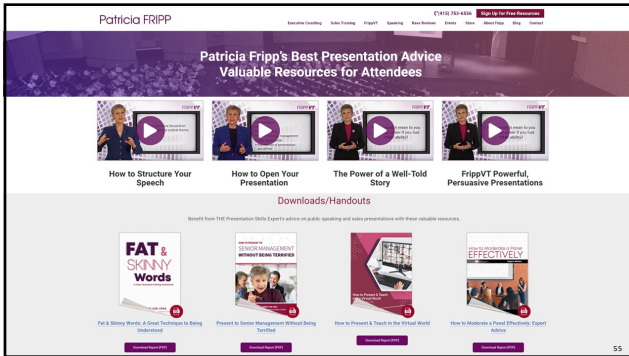
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