



The following tips will ensure success in your next presentation:

1. Ask the host of the event to introduce you.
  - Prepare a short introduction with key elements you want your audience to know about you: what you do, what you value or fun facts about your life.
2. It is always about your audience.
  - The audience wants to know how what you are presenting will impact them.
  - Share your authentic story. The audience will relate to your pain points, difficulties and successes. They will have their own AHA moment.
3. Have a simple structure: a beginning, middle and an end.
  - Start with a question to engage your audience, a fact or statistic. Tell them what your objective is for the presentation.
  - Develop the middle with points supported by stories. Keep it to a maximum of three main points.
  - Wrap up your presentation with a call to action. What do you want your audience to do? What is the take away for them? Do you want them to purchase your product or use your service?
4. Pepper your presentation with humor. Everyone loves to laugh.
  - Self-deprecation is the best way to lighten the mood: make light of your situation, your misgivings or share a funny encounter.
  - Open your presentation with a joke. The audience will appreciate you putting everyone at ease.
5. Use short and concise sentences.
  - This technique will help you keep the audience involved.
  - Avoid using the word 'and' to connect to two ideas.
6. Embrace the *pause*.
  - The moment you feel a filler word (um, ah, like, you know, so) inching its way into your sentence, simply stop for 1-2 seconds and continue.
7. The audience wants you to do well!
  - Remember to breathe.
  - The energy you emanate will come full circle with your audience's response. Therefore, put out positive, receive positive!