

## IT'S YOUR TURN: CRUCIAL PRESENTATIONS!

The day is fast approaching. You're up for your big presentation—the one that could be make or break for your company. You are asking yourself questions such as “are my notes organized?” and “did I include the data from the survey?”

Hold it! You may be asking the wrong questions. Frequently, we get bogged down regarding the minutiae of our presentations and forget to ask the most important questions.

So, what are the key questions you should ask before your next presentation? Whether you are pitching a marketing proposal to your executive team or giving a sales presentation to a new customer, you must address these questions. I call them the “Big 7.”

1. What am I trying to accomplish with this presentation?
2. Who will be listening to this presentation?
3. Is my content peppered with interesting stories and past successes?
4. Do I have a riveting beginning and a home run close?
5. Will I enjoy presenting this information? Do I really believe it? Am I passionate about the subject?
6. Am I interesting to listen to?
7. Have I utilized some techniques of the stage? Can I put on a good show?

### **Begin With a Bang or a Fizzle?**

Let's be non-linear for a moment and attack number 4. If you accept the premise that you can never have *too much attention* from your audience, then you probably agree that a powerful beginning to your presentation gives you the best chance for maximum interest. Here are three ideas to put some extra octane into your presentation openings:

1. Be creative...do you have a digital camera? Can you tie in a picture with your topic?
2. Is there an appropriate prop you can use to introduce your presentation?
3. Do you have a story to tell?? Use a story that makes your audience sit up and take notice. Your story should relate to your presentation topic.

Next issue, we'll discuss how to put some show biz secrets into your next presentation.

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