



10 TIPS

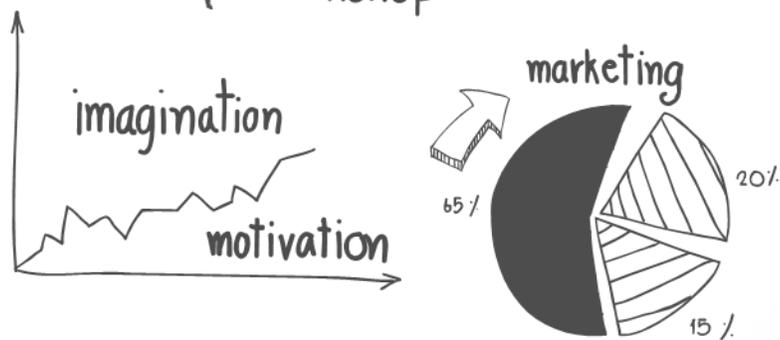
# For building a strong story

TIP 01

# Put yourself in your audience's shoes

If I were them what would be interesting, useful and relevant to know and understand about this subject?'





TIP 02

# Brainstorm everything

You could say on the subject onto a single piece of paper.



TIP 03

# Consult with key members of the audience

About what it is they want to know, don't want to know.  
Then decide what you absolutely have to tell them.



TIP 04

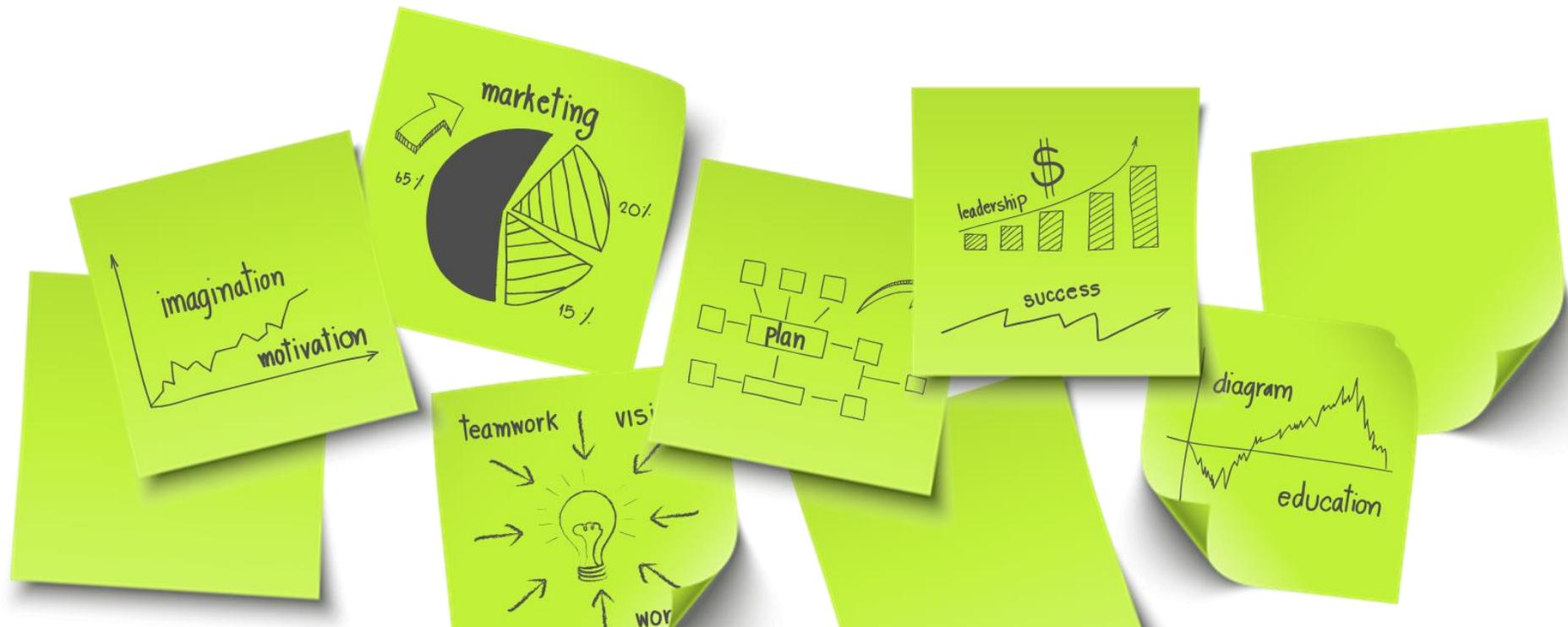
# Highlight

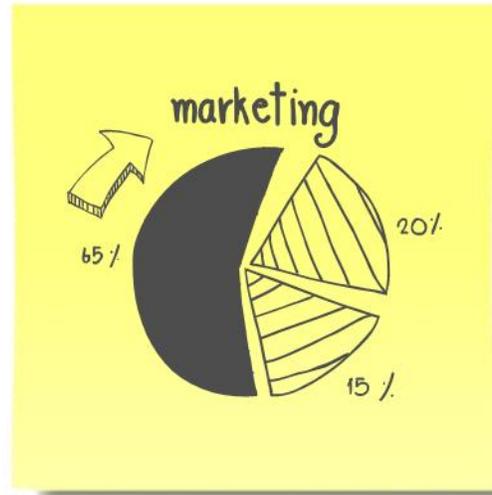
Those things that now will feature in your presentation and write your presentation objectives.

TIP 05

# Build the storyboard

Act by act and keep on grinding until there's a real rational, logical path through the presentation.





**TIP 06**

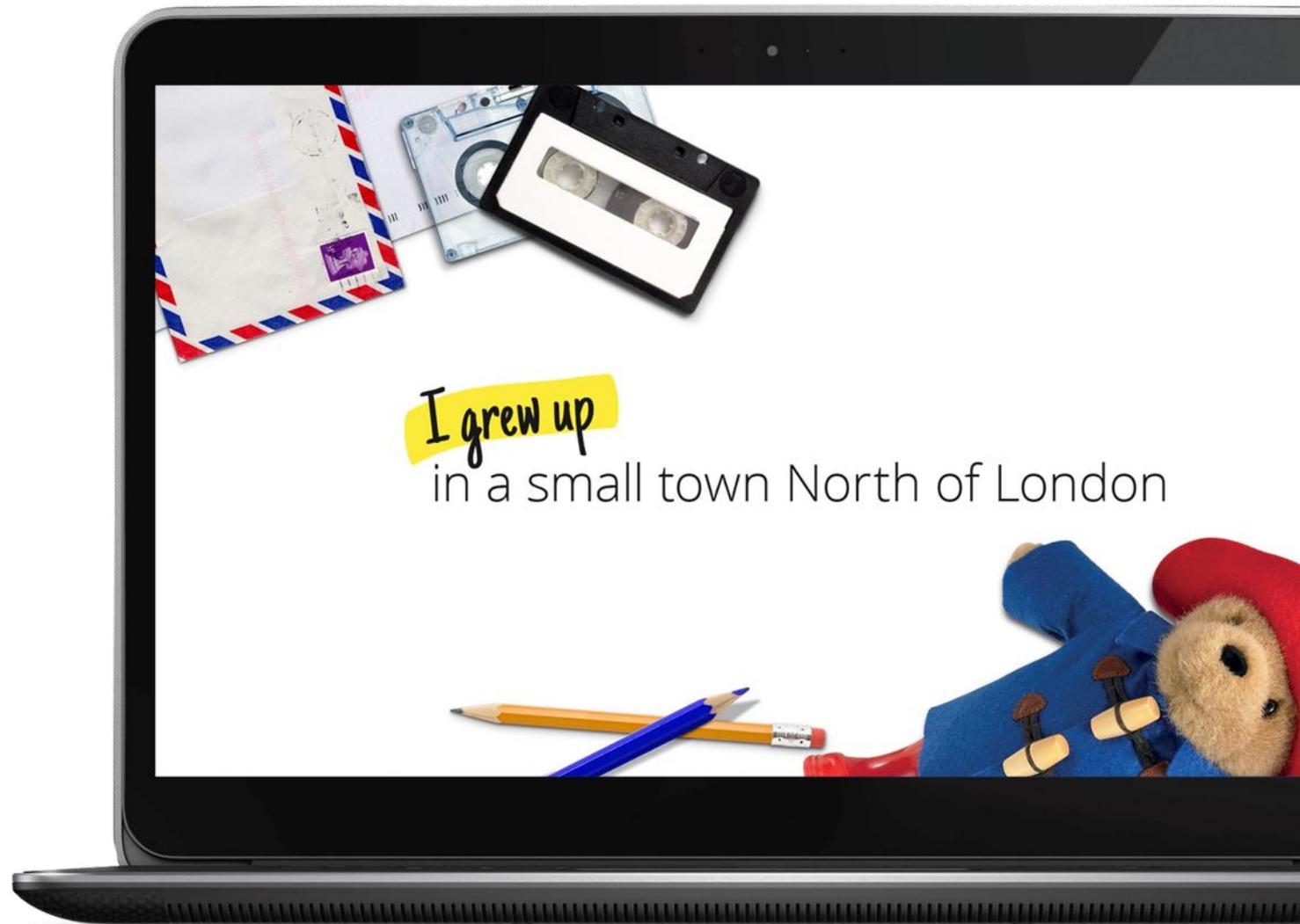
# Create a storyboard

That tells the story with key scenes & content from each part.

TIP 07

# Create the visuals

To support the storyboard.





**TIP 08**

# **Add high impact**

Prologue (introduction)  
and épilogue (conclusion).



TIP 09

# Build your 'script'

Through rehearsal and repetition out loud rather than writing it out.





**PRESENTATION** GURU

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