



# 5 HOT

## Presentation Tips

### Have a routine

One of the most important things you can do is to establish a routine for your conversations or presentation and use it every time. This should include both your prep work and your actual set up for your presentation. A side benefit is that going through your routine the same way every time will help calm any jitters!

### Get to the point- and stay there

Start by making sure you have clearly stated the points you will cover (start with a maximum of 3) and work to be concise. Your clarity on this will show through in your presentation. If you tend to say “um” frequently, it can seem as though you’re rambling- try having a friend or colleague count your ums-and-ahs so you can better recognize when this occurs.

### Write it out

Don't depend on remembering an outline that's in your head. First, jot down a high-level description, then a second-level outline (i.e. bullet points). It can be helpful to then actually write down a script for your first draft. It's the best way to remember what you want to say, and when you edit you can determine which information to keep in your back pocket.

### Breathe!

It's ok to take a pause now and then.

### The A-HA Factor

Be sure to leave room for what I call the “A-ha” factor. Think about these questions the next time you’re preparing. What will make your prospective customer, client or team member sit up and take notice? Most importantly, what does your future customer stand to lose if they don’t hire you?