

# **PRESENTATION S.O.S.**

## **From Perspiration to Persuasion in 9 Easy Steps**

**MARK WISKUP**

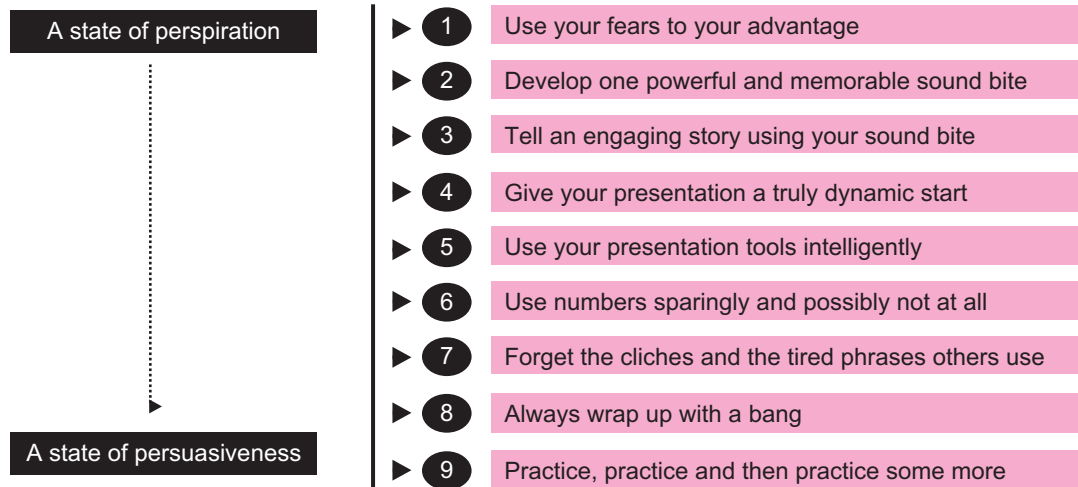
**MARK WISKUP** is a professional communications coach. He runs his own consulting company, Wiskup Communications. Mr. Wiskup works with executives, managers, sales teams and customer service personnel. He is a graduate of UCLA and Northwestern University and has previously worked as a television news journalist and as owner of a media production company.

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**MAIN IDEA**

Being able to give a powerful presentation which connects with the audience and moves them to action is one of the great natural highs the world of business has to offer. Unfortunately, most people never experience this because they feel intense feelings of dread or even impending doom when given a speaking assignment. It doesn't have to be that way. In fact, there are nine steps which will take you from a state of perspiration to a state of great persuasiveness:



*"My goal is to move you from feelings of dread, if that's where you are, to feelings of excited anticipation for your next presentation. I've based all these lessons, tips, and examples on my experience as a broadcast journalist, media company entrepreneur, and presentation skills coach. No research, studies, or data were harmed or even consulted in the creation of this material. I'm going to tell you exactly what I see working successfully with my clients every day."*

– Mark Wiskup

**Step #1 – Use your fears to your advantage** . . . . . Page 2  
Fear is a good thing for a presenter. It spurs you on to prepare thoroughly. Always face your fears head on, and harness them to create and then deliver a great presentation.

**Step #2 – Develop one powerful and memorable sound bite** . . . . . Page 3  
Develop a power sound bite for your presentation. This should be a ringing and clear statement of the central idea of your presentation. Every memorable speech has one.

**Step #3 – Tell an engaging story using your sound bite** . . . . . Page 3  
When you incorporate stories which illustrate your power sound bite, you move your presentation from good to great. Replace numbers and jargon with stories and your audience will love it.

**Step #4 – Give your presentation a truly dynamic start** . . . . . Page 4  
A great start lets you connect with your audience immediately. Create a strong bond in the first two minutes and they will stay with you. Start slowly and it's an uphill struggle all the way.

**Step #5 – Use your presentation tools intelligently** . . . . . Page 5  
Tools like PowerPoint can bring your presentation to life and add polish. The key, however, is how you use these tools. This is an area where less is definitely more.

**Step #6 – Use numbers sparingly and possibly not at all** . . . . . Page 6  
Keep numbers to a minimum and your presentations will be stronger. Only include the numbers you're sure will have meaning for your audience and which you can explain immediately.

**Step #7 – Forget the cliches and the tired phrases others use** . . . . . Page 7  
Ban the cliches. Even words and expressions which seem harmless can turn the audience against you. Replace cliches with interesting words which will enhance rather than dilute your effectiveness.

**Step #8 – Always wrap up with a bang** . . . . . Page 7  
End your presentation strongly. Develop a power close and use it to maximum effect. Leave them wanting more of your ideas, your thinking and your energy level.

**Step #9 – Practice, practice and then practice some more** . . . . . Page 8  
The only way to become better as a presenter is to practice. Never think you can just wing it. Devote the time and effort required to become a great presenter.

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