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## Tips On Creating A Winning Presentation



By Marla Seiden

[info@longislandergroup.com](mailto:info@longislandergroup.com)

How can you transform your talk from mundane to memorable and engaging?

The first step is to analyze the audience and determine the WIIFM (What's In It For Me?). For example, is the group women in the sandwich generation or millennials who are CPAs? Determine their interest in your topic, what they want and what they need to know. Try to tell them something new and fresh to hold their attention.

Next, create a compelling topic focused on their problems, challenges and your solution. It should resonate with the audience and not sound salesy. For example, if you're a financial planner, your topic could be "Don't Invest Without a Plan." Or if you're a marketing strategist and speaking to small business owners, you might discuss "Four Steps To Expand Your Email List."

### Presentation Structure

Plan your purpose – why are you speaking? Before you write, figure out if you want them to take a specific action, change their attitude, donate money or something else.

Most important – what is the key message that you want to get across? Pretend you're a reporter and craft it as a headline in 10 words or less. Some examples are:

- Hire a social media expert to create your online brand
- A strong leader needs to be a powerful presenter
- Protect your assets with estate planning
- Personal fitness training can reduce your risk of heart disease

One of the most critical components of the talk is the introduction. Attract their attention in 30 seconds or less. Some techniques are: Ask a question, tell a story, show an exciting visual, share a startling statistic or provocative statement.

Continue with main and supporting points.

Generally, three main points are considered ideal as it's the shortest pattern and still memorable. To engage them emotionally, integrate stories with a lesson that tie into your message.

Conclude on a high note. Avoid saying "that's it" or with a Q&A as last words linger.

To turn attendees into clients, make an offer that is a follow up to your presentation. You might have another workshop, invite them to sign up for a complimentary consultation, blog or newsletter.

In the third article of the "Public Speaking to Grow Your Business" series, find out how to present your "wow" presentation with passion. It's not just what you say, but how you say it.

*Marla Seiden, president of Seiden Communications Inc. is a speaking and presentation skills trainer. Based in New Hyde Park, she is in business for over 25 years.*