**Compare this exercise to choosing a book! 4 steps to go!**

1 I pick a student I give him/her a book and asks how he / she will decide on buying it on not

**List the 4 steps**

**1 cover** (1st impression) 15 seconds

(you / physically (clothes, body language) / communication (voice, rhythm, gestures)

The real you

**2 inside the book** 15 seconds

Open the book and look for something catchy

A specific experience / some qualities with illustration, a story people tell about you, a nickname (the toolbox for ex) ….

**3 more details with the table of contents** 60 seconds

Background (diplomas, experience, extra activities, ….)

**4 last convincing details with the back of the book** 30 seconds

Closing so very important like the first impression

Price, extra info (other books from the same author, ref to a movie, etc…) / conclusion about you (available within a month / give a business card)

**TELL a STORY** / a sense of Humor is very welcome

**2 Preparing For the Presentation**

* Write Keywords / Short statements / main points
* Make sure you're using illustrations to enhance your presentation
* Practice
* Dress for success

**3 Giving the Presentation**

* Before the presentation, clench & unclench hands several times to deal with the adrenaline and then take 3 deep, slow breaths.
* Call up a smile
* Engage the audience (Make eye contact, ask questions, tell an amusing anecdote)
* Treat your presentation as a story
* Talk slowly

**4 Have a killer closing**

* Recap briefly
* Conclude with examples, stories or jokes, give a business card or leave a few deliberately on the desk