

WHAT WOULD **STEVE DO?**

10 lessons from the world's
most captivating presenters



STEVE JOBS DELIVERED
SOME OF THE MOST
**AWE-INSPIRING,
MEMORABLE**
KEYNOTE PRESENTATIONS
IN HISTORY.



SCOTT HARRISON'S REMARKABLE
PRESENTATIONS HAVE HELPED
RAISE **\$75,000,000**
FOR CHARITY: WATER IN SIX YEARS.



THE TYPICAL GARY VAYNERCHUK PRESENTATION
FEATURES OVER **100 FOUR-LETTER WORDS,**
ZERO SLIDES & AT LEAST ONE
STANDING OVATION.





SADLY, YOUR PRESENTATIONS ARE NOT AWE-INSPIRING;
THEY'RE YAWN-INSPIRING.



YAWN-INSPIRING PRESENTATIONS
DON'T SELL PRODUCTS.



AWE-INSPIRING PRESENTATIONS
CAN **MOVE MOUNTAINS.**

LET THE WORLD'S
MOST CAPTIVATING
PRESENTERS
TEACH YOU
HOW TO
MOVE MOUNTAINS.

LET THE WORLD'S
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OR SELL PRODUCTS.

LET THE WORLD'S
MOST CAPTIVATING
PRESENTERS

TEACH YOU
HOW TO
MOVE MOUNTAINS.

OR SELL PRODUCTS. **OR BOTH.**

TIP #1

CRAFT A STORY THAT CAPTURES
BOTH HEART & MIND.

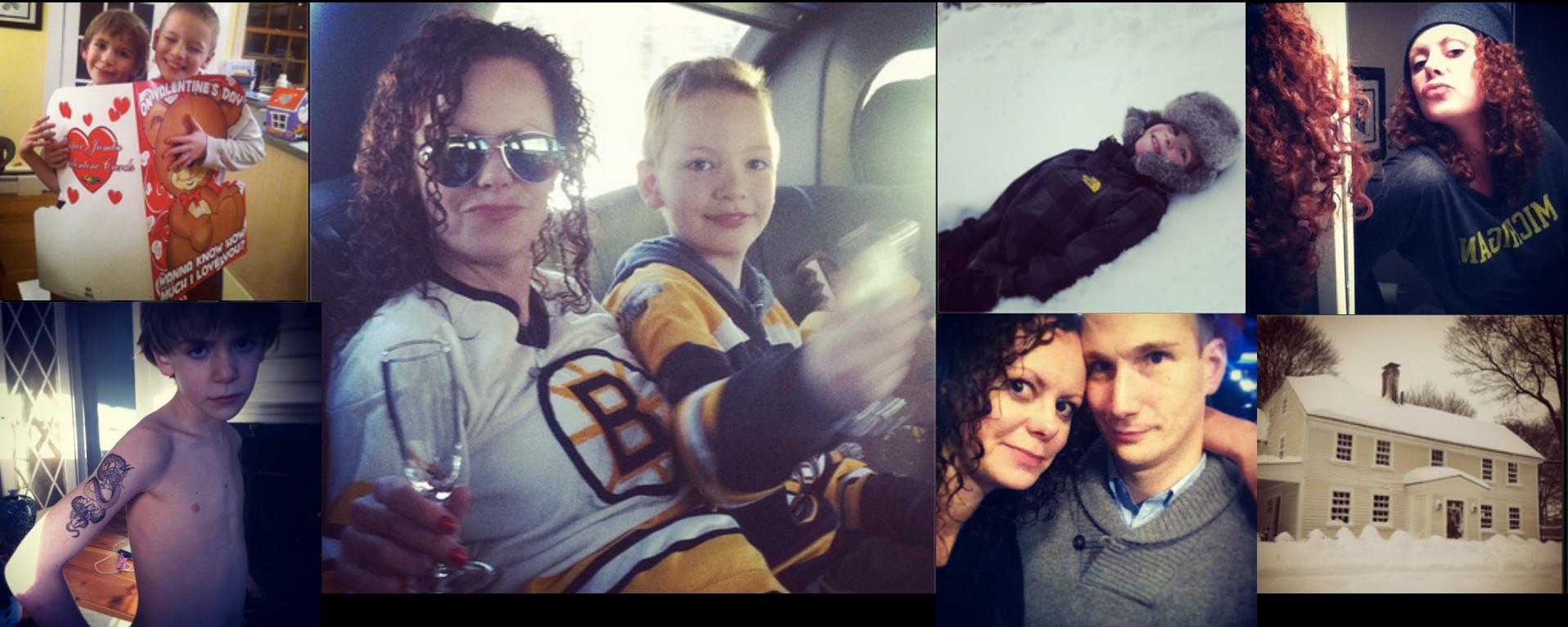


HUMANS HAVE BEEN TELLING STORIES FOR THOUSANDS OF YEARS.

A photograph of a woman with curly brown hair, wearing dark sunglasses and a light-colored zip-up hoodie. She is holding a clear glass in her right hand. The background is slightly blurred, showing what appears to be an indoor setting.

WE DON'T LIVE OUR LIVES IN **BULLET POINTS.**

- I was born in the Ukraine in 1972.
- My family left the Soviet Union in 1975.
- In 1980, my brother Andrew was born (in the U.S.).
- I won my first school Spelling Bee in 1981.
- I graduated from high school in 1990.
- I graduated from college in 1994.
- Recently, I turned 41



WE LIVE OUR LIVES IN IMAGES & STORIES.

A STORY HAS A BEGINNING, A MIDDLE & AN END.

A STORY HAS A **BEGINNING**, A MIDDLE & AN END.



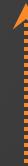
Little Red Riding Hood gets lost
on her way to Grandma's house.

A STORY HAS A BEGINNING, A **MIDDLE** & AN END.



Little Red Riding Hood is fooled into thinking
that the Big Bad Wolf is her grandmother!

Little Red Riding Hood escapes the cunning wolf's clutches. She never wanders alone in the woods by Grandma's house again.



A STORY HAS A BEGINNING, A MIDDLE & AN **END.**

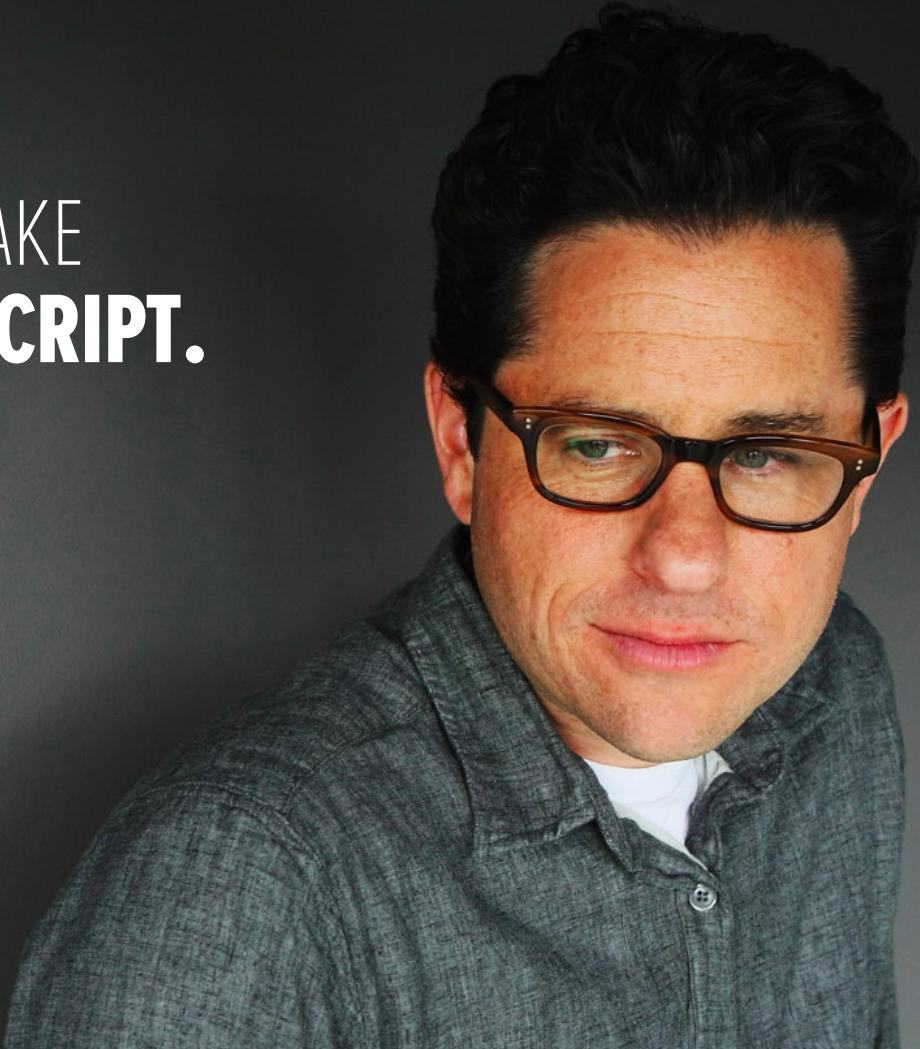
A PRESENTATION
IS A **VISUAL STORY.**

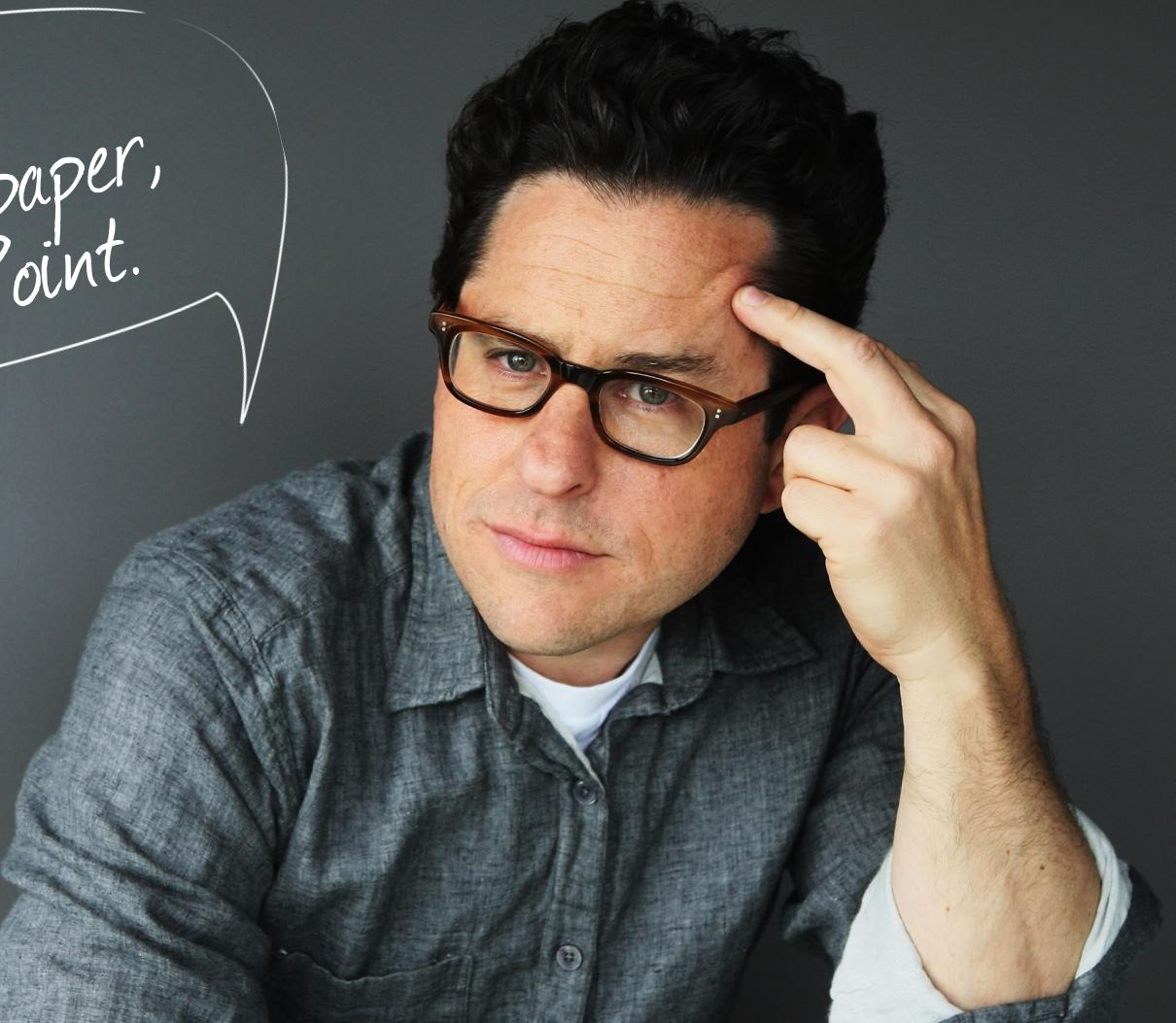


MOVIES ARE ALSO
VISUAL STORIES.



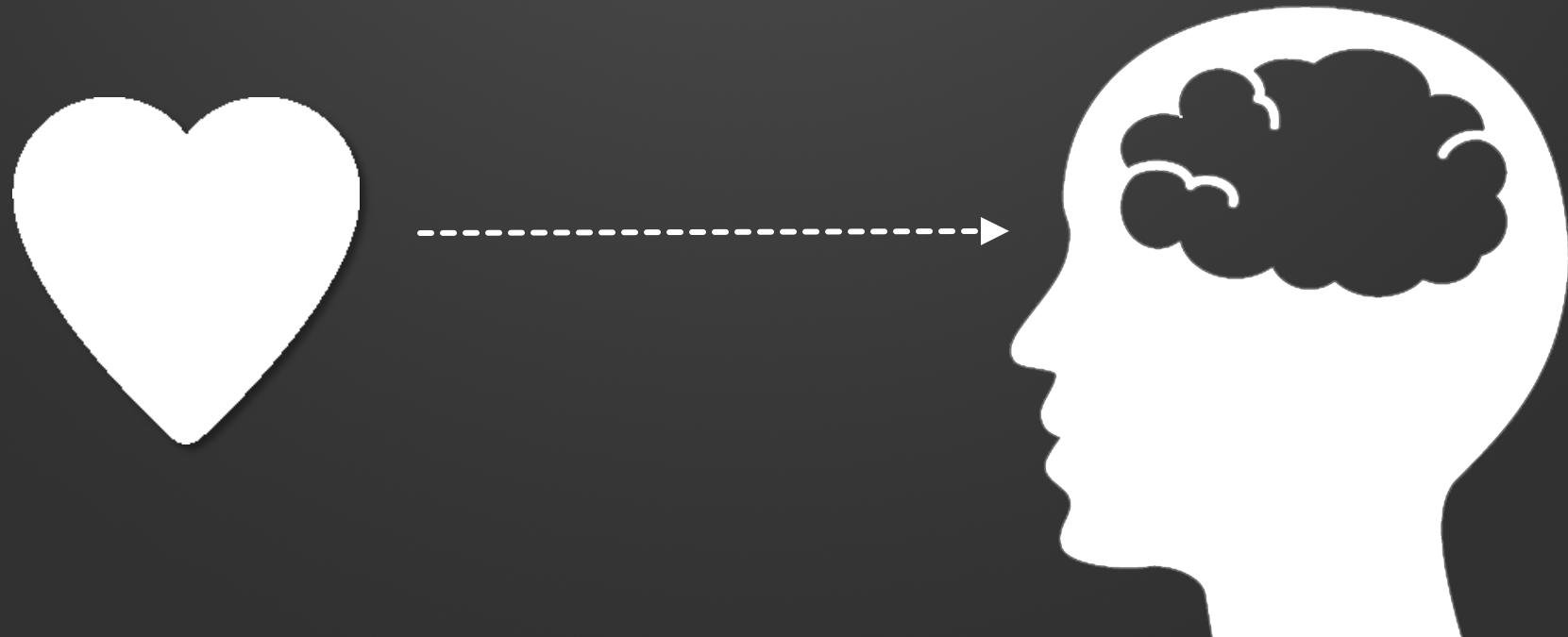
FILMMAKERS DON'T MAKE
MOVIES **WITHOUT A SCRIPT.**



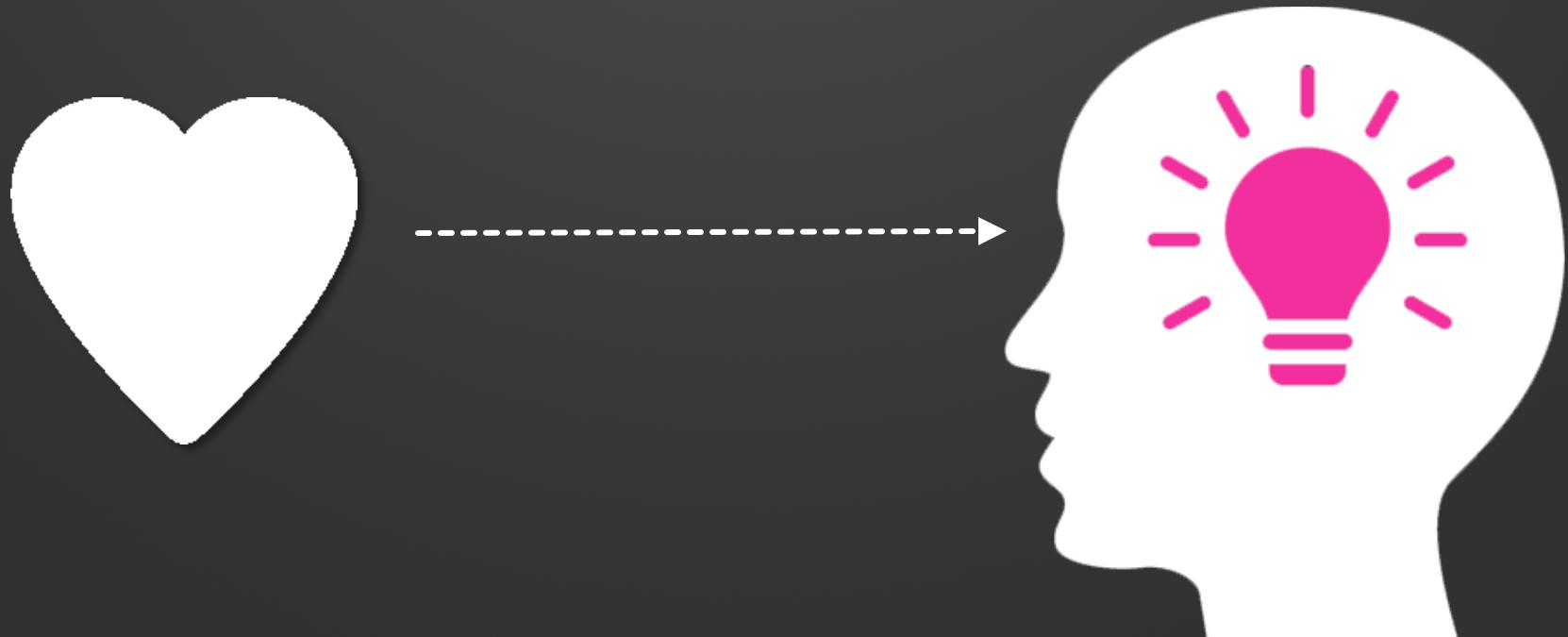


Trust me.
Start with paper,
not PowerPoint.

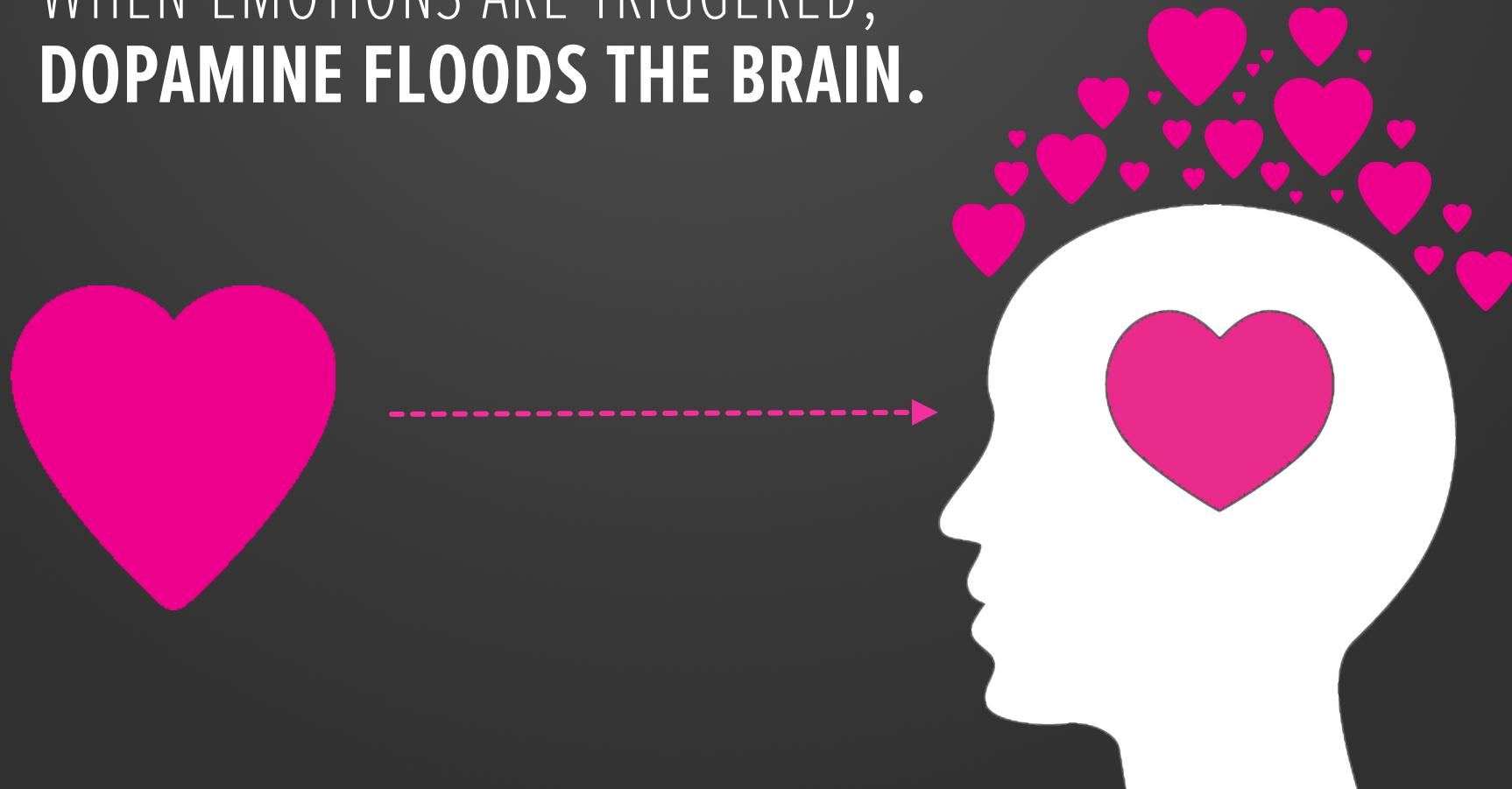
EMOTIONS MAKE STORIES STICK.



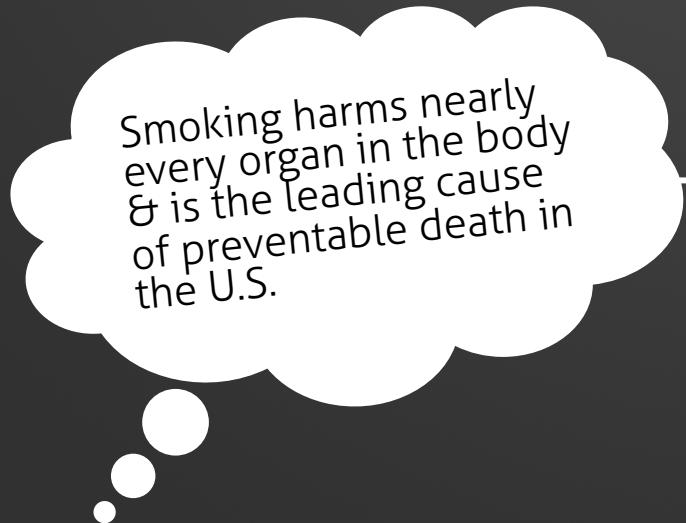
THEY'RE LIKE NEON SIGNS TELLING YOUR BRAIN,
"REMEMBER THIS!"



WHEN EMOTIONS ARE TRIGGERED,
DOPAMINE FLOODS THE BRAIN.



LOGIC DOESN'T FLOOD THE BRAIN WITH DOPAMINE,
WHICH IS WHY **LOGIC ALONE DOESN'T
MOVE MOUNTAINS.**



TIP #2

CREATE SLIDES THAT LEAD
YOUR AUDIENCE TO SAY “YES.”

GETTING TO “YES” MEANS ANSWERING
WHY, HOW & WHAT.

GETTING TO “YES” MEANS ANSWERING
WHY, HOW, & WHAT.



why should I care?

GETTING TO “YES” MEANS ANSWERING **WHY, HOW, & WHAT.**

why should I care?



how will this
improve my life?



GETTING TO “YES” MEANS ANSWERING **WHY, HOW, & WHAT.**

why should I care?

how will this
improve my life?

what must I do?

TIP #3

START BY TELLING US
WHY WE SHOULD CARE.

A sepia-toned close-up portrait of Steve Jobs. He is wearing round-rimmed glasses and has his hand resting against his cheek, with his fingers partially hidden in his hair. He is looking directly at the camera with a thoughtful expression.

Here's to the crazy ones.
The misfits.
The rebels.
The troublemakers.
The round pegs in the square holes.
The ones who see things differently.
They're not fond of rules.
And they have no respect for the status quo.
You can praise them, disagree with them,
quote them, disbelieve them, glorify or vilify them.
About the only thing you can't do is ignore them.
Because they change things.



TIP #4

SHOW US HOW YOUR PRODUCT
**WILL MAKE OUR LIVES
BETTER.**



iPod
1000 Songs in your pocket

Paper thin



MacBook Air

TIP #5

USE SIMPLE LANGUAGE,
FREE OF JARGONS.

SIMPLE.



“1000 songs in your pocket.”

SIMPLE.



“1000 songs in your pocket.”

JARGON.



“Today we’re introducing a new, portable music player that weighs a mere 6.5 ounces, is about the size of a sardine can, and boasts voluminous capacity, long battery life, and lightning-fast transfer speeds.”

TIP #6

USE METAPHORS
TO GIVE MEANING.

“

What a computer is to me is

the most remarkable tool

that we have ever come up with.

It's the equivalent of

a bicycle for our minds.

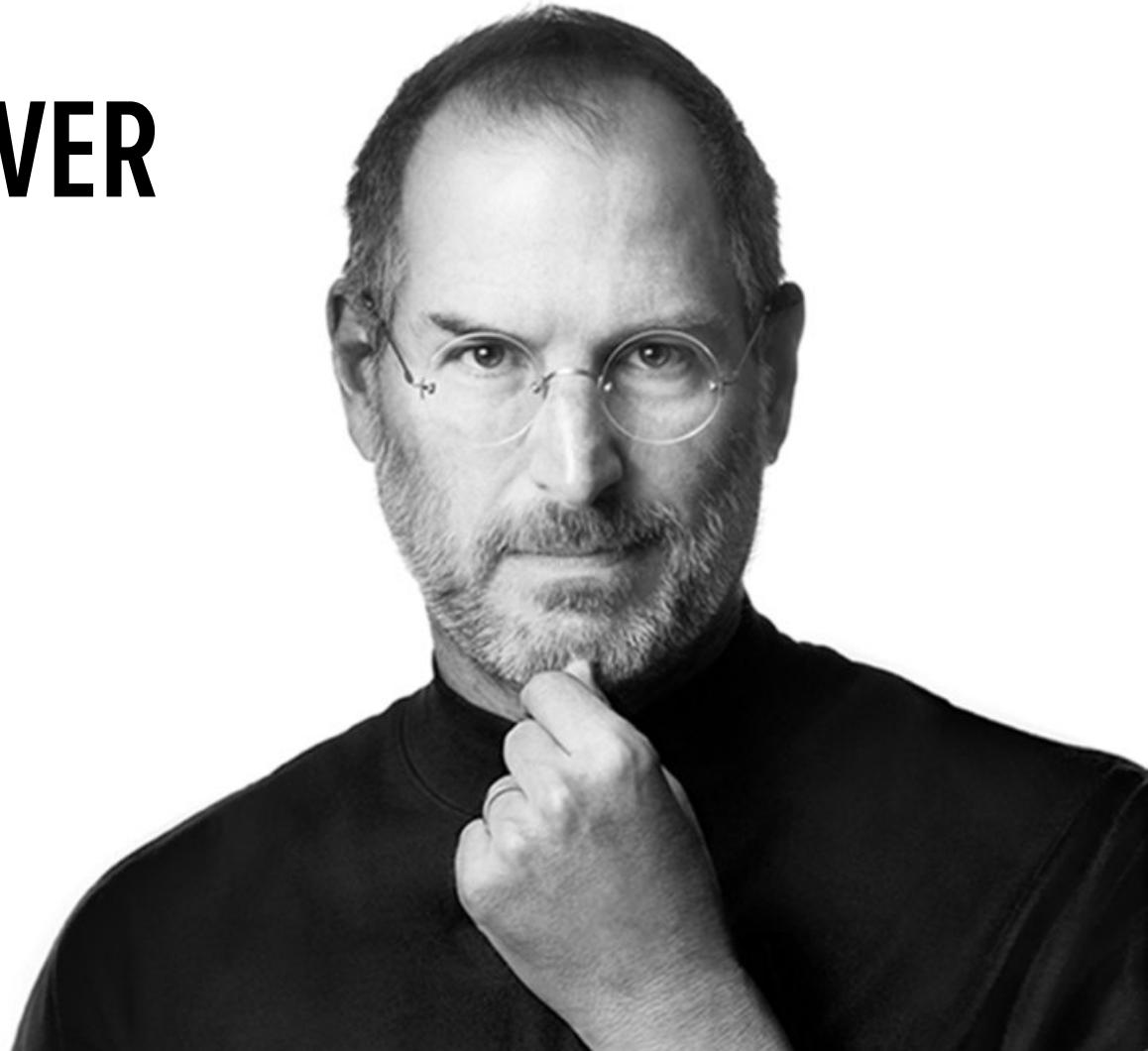
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STEVE JOBS

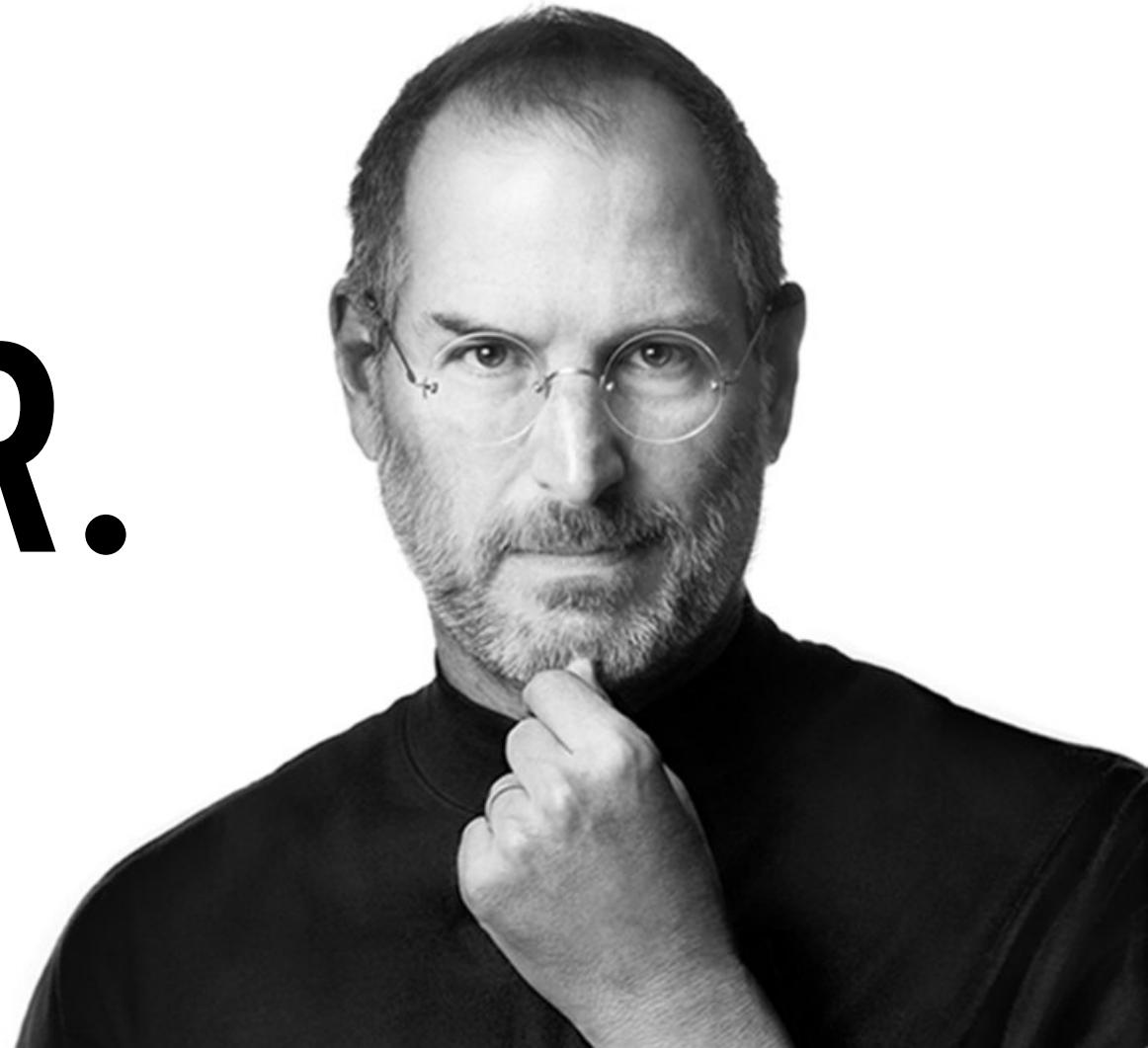
TIP #7

DITCH THE BULLET POINTS.
PERMANENTLY.

STEVE JOBS **NEVER**
USED BULLET
POINTS.



NEVER.



**BULLETS ARE FOR GUNS
& TO-DO LISTS
—NOT PRESENTATIONS.**



TIP #8

DON'T JUST TELL US.
SHOW US.

HUMANS PROCESS IMAGES
60,000X FASTER
THAN WORDS.



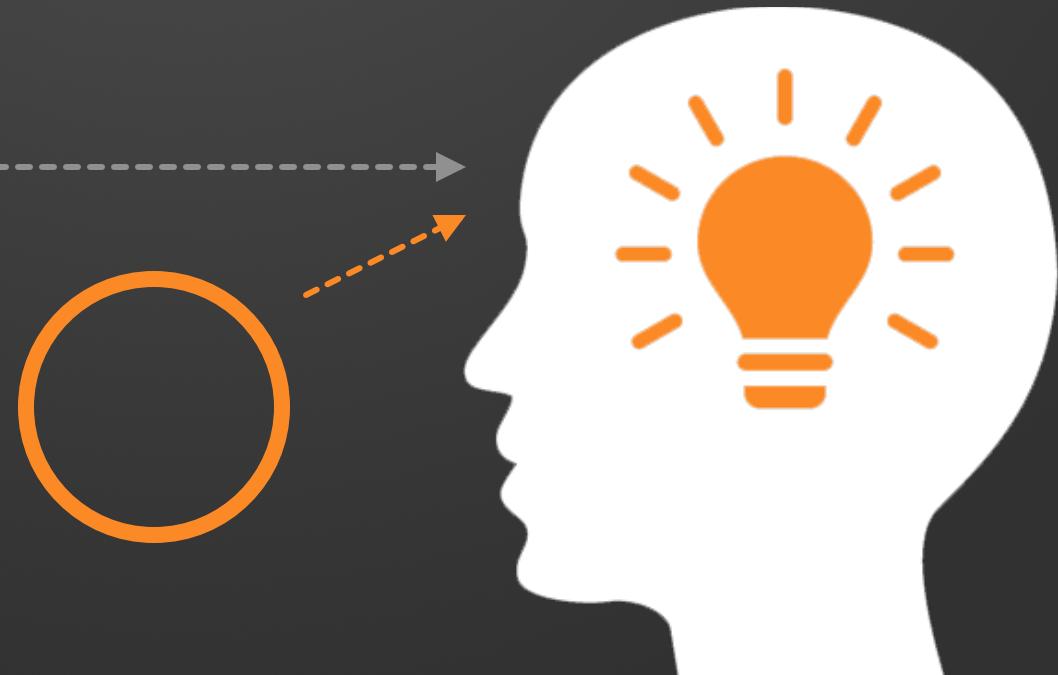
HUMANS PROCESS IMAGES
60,000X FASTER
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circle



HUMANS PROCESS IMAGES
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circle



WE ALSO RECALL INFORMATION
PRESENTED AS IMAGES
6X MORE EASILY THAN TEXT.



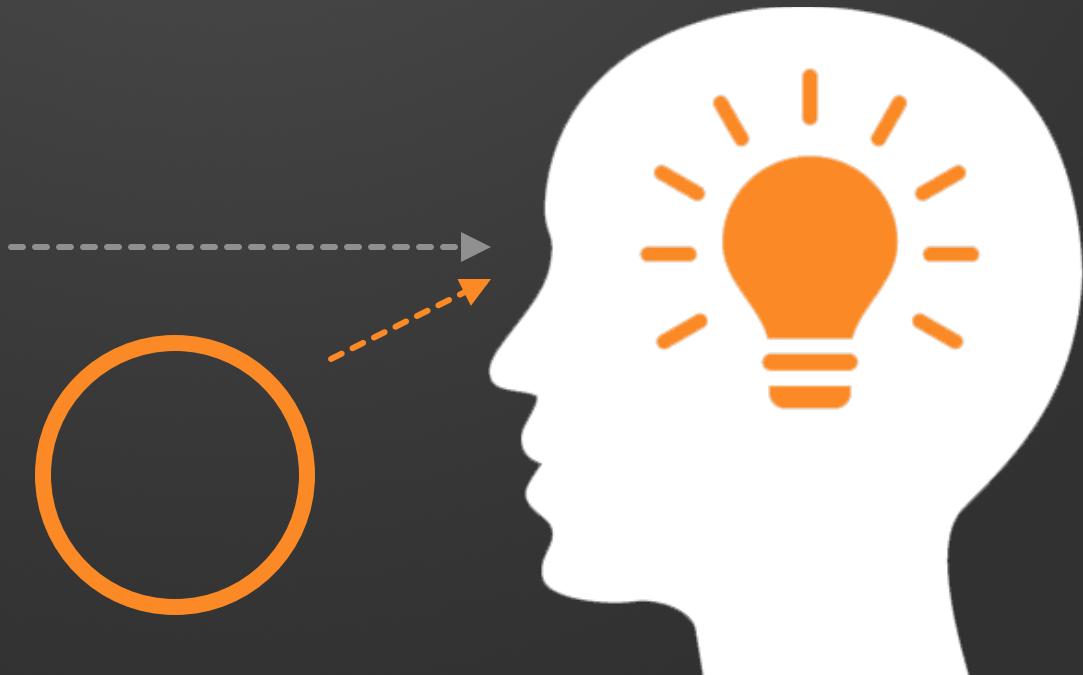
WE ALSO RECALL INFORMATION
PRESENTED AS IMAGES
6X MORE EASILY THAN TEXT.

The set of points in a plane
that are equidistant from a
given point.



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TIP #9

IT'S NOT A PRESENTATION.
IT'S A PERFORMANCE.

PRACTICE,
PRACTICE,
PRACTICE.



FOR YOUR NEXT 1-HOUR
PRESENTATION, PLAN ON:

FOR YOUR NEXT 1-HOUR
PRESENTATION, PLAN ON:



30 HOURS
CRAFTING THE STORY

FOR YOUR NEXT 1-HOUR
PRESENTATION, PLAN ON:



30 HOURS

CRAFTING THE STORY



30 HOURS

BUILDING THE SLIDES

FOR YOUR NEXT 1-HOUR
PRESENTATION, PLAN ON:



30 HOURS
CRAFTING THE STORY

30 HOURS
BUILDING THE SLIDES

30 HOURS
REHEARSING

TIP #10

THERE IS NO SHORTCUT
TO EXCELLENCE.

GET MORE TIPS
FROM STEVE, SCOTT & GARY:

<http://bit.ly/Z8Spem>