

# Planning Your Presentation

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### Purpose

What is the purpose of your presentation? What action do you want the audience to take as a result of your presentation?

- Do you want someone to buy your product?
  - Do you need someone to invest in your business?
  - Is this a presentation that is designed to make your company's image better, but isn't specifically aimed at selling your product or your business?
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### Audience

Whom are you presenting to?

- What type of people will be in this audience?
  - What interests this audience?
  - What would most persuade this audience to take the action that you would like them to take?
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### The Details

- What are your three or four main points?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

- What else will you need to know to be able to back up your presentation?

### Planning

Sketch each of your slides in the boxes below. As you develop your presentation, you may change the order of the slides so they make the most sense for the presentation you are trying to give.

**1****2****3****4****5****6**

### Notes

For each slide, make notes about what you plan to say as you display the slide. Be sure to address questions that you think might be raised by what you have said or displayed.