



9 PRESENTATION LESSONS FROM STEVE JOBS



01

Show Your Passion

Use simple terms and engage your audience
by winning their enthusiasm



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02

One Sentence Summary of the Product

Called as 'twitter-friendly headlines', they deliver main message behind product



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03

The 'Three' Rule



Steve Jobs believed '3' is a powerful number. It is easier than 20 and gives more information than 2.



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04

Bring the Villain

Every story needs a villain to highlight the hero. People need to be made to see why they might need the product



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Bring the Hero

After highlighting the villain, bring in the hero and provide customers a good-enough reason.



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Simple and Visual Slides

Keep the data simple. The average PPT slide has 40 words. Jobs finished his first in 19 words itself.

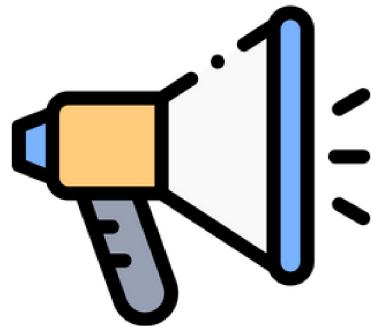


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07

Tell them Stories

Tell them little stories of how you came up with the idea of the product or when you felt the need to have the product in your life.



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08

Prepare and Practice

Practice the presentation beforehand at the presentation venue. Helps you give it more confidently.



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09

Don't Read from Notes

Giving a presentation without referring for points and information shows how confident and involved you were with the product.



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