with slide two. Add more with the next. Keep the style and layout consistent so the audience can focus only on the addition of new material, not a new layout each time. Use colors to designate newly added material.

### Accumulate the Data

Accumulating data gives much greater impact and makes logical progressive sense as you go along. By building on, point by point, and leaving the original data still visible, you keep making your first point stronger. The audience can see how the evidence mounts. The sheer weight of visibly accumulated data gives additional clout to any argument.

### Make Material Consistent

Use the same symbols throughout. When using a blackboard or flip chart: if you start printing, don't start writing after a while. Don't put 6/22, then July 5th. Lists should also stay in a line under each other for easy comprehension.

### Make Visuals Self-Explanatory

Label all unfamiliar items with a line connected to them and a label out to the side so your audience can readily identify them whenever they look.

### Create a Glossary

If you're going to use technical or unfamiliar terms, create a glossary, adding to it as you go along. Put it on an easel or on the side of the board for ready reference by your audience as you continue explaining. It will cut down on redundancy and will ensure that everyone knows what you're talking about, as they keep checking it while you speak.

## Techniques for Using Visual Aids

### Let Them Look

If one reason for using visuals is to engage your audience—let them look! Hold still, be quiet, and let the visual impact itself take over. Visuals *are* eloquent. They do captivate. They are more exciting than just talking. Learn to wait. Work *with* visuals and let them help you.