# Essential Things to Do Before Every Presentation

Secrets to make a serious impression

# Before even opening a design tool...

Preparation is essential to ensure the success and logical flow of your presentation.

# Rule No. 1

**Define your objective**

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Presentations are communication tools that can be demonstrations, lectures, and more. Most of the time, they're presented before an audience. Presentations are communication tools that can be demonstrations, lectures, and more. Most of the time, they're presented before an audience.