

Creating Presentation Content



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INTRODUCTION



WHY SOME CONTENT IS BORING



HOW TO STRUCTURE YOUR CONTENT



ADAPTING FOR VIRTUAL PRESENTATIONS



GENERAL THINGS TO AVOID



SUMMARY

INTRODUCTION

Presenting is important. And difficult.

When it comes down to it, prospects typically judge the quality of a presentation on two things:

1. The quality of the presenter, and
2. The quality of the content

While you can make up for one a bit with the other, both must be present for those truly awesome moments that advance and close sales.

This course focuses only on the latter, your content. In this course, you'll learn:

- Why some presentation content is boring, and some isn't
- How to craft content that engages your prospect
- How to alter your content for virtual vs. in-person presentations

- Tips on content to avoid



Complete the content above before moving on.

WHY SOME CONTENT IS BORING

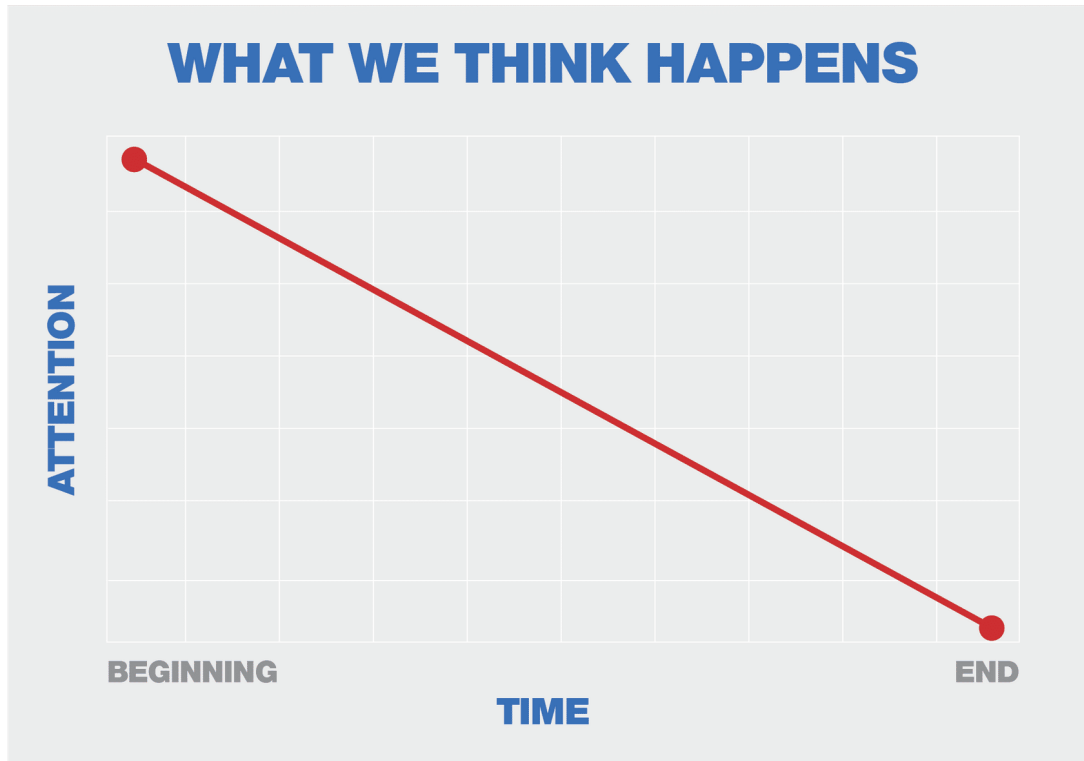
Get your content game straight.

Use the principles of Let's Get Neuro to map your presentation. To keep their attention, you'll need to acknowledge a pain, drive a threat and position your solution as the emotional relief to that threat. Presenting your content without this will lead to a significant drop in attention and the inability to access the part of the brain that drives decision-making.

The simple difference between a great presentation and every single other one

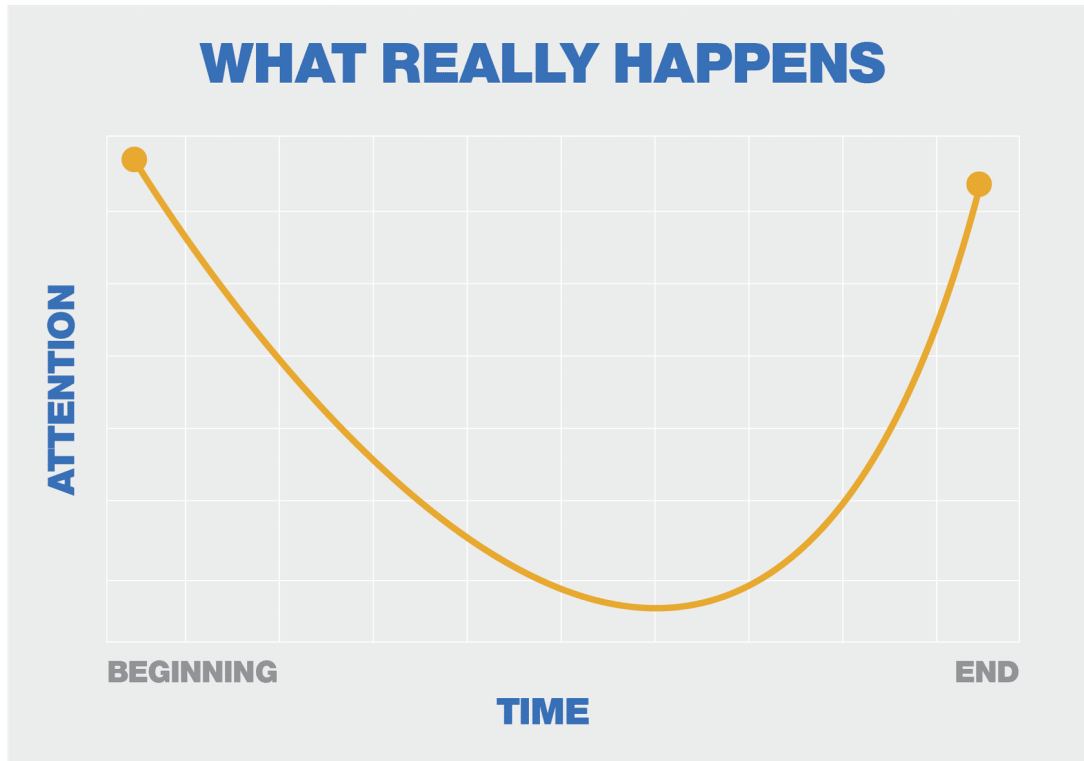
You've been in many, many bad presentations. You may have been in a great one once too. The following slides are the difference. Soak this up and never give a bad presentation again.

Perception



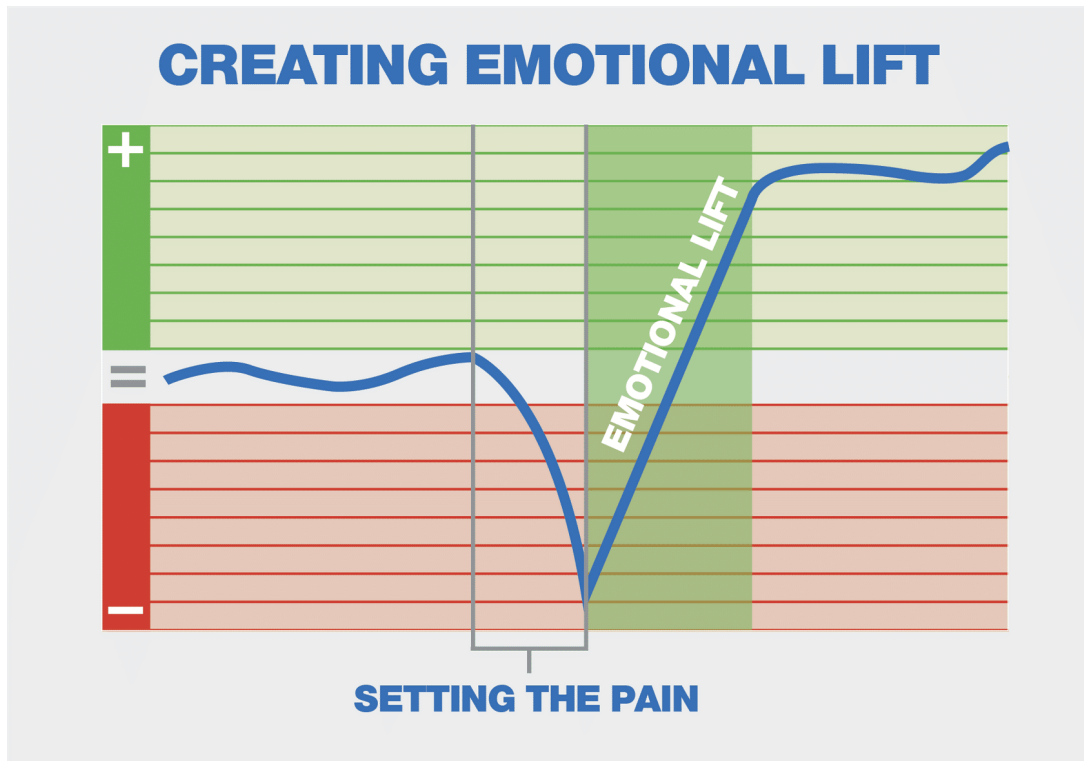
We tend to think attention starts high and falls off during a presentation. This isn't necessarily true, though.

Reality



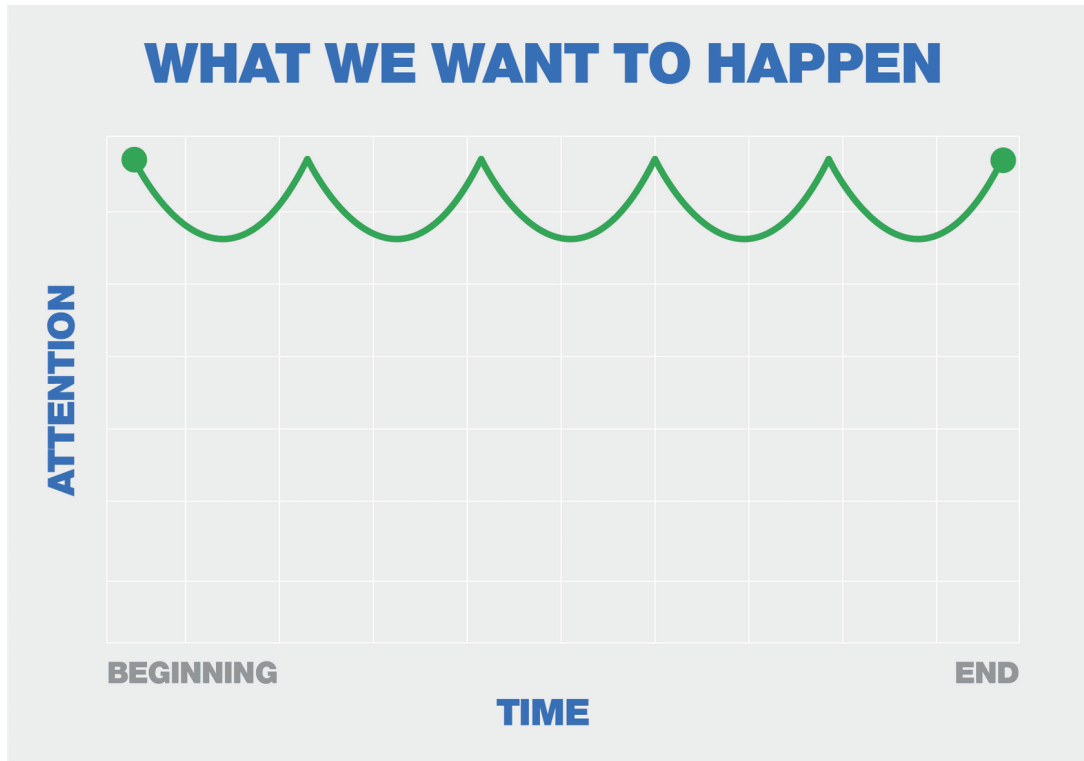
If we graph attention as it normally works – during a bad presentation – it looks more like this. The audience starts high, dips significantly, then picks back up toward the end of the presentation.

The Cheat Code



Using the 'Emotional Lift' model from the Priority 101 Course, you can take back attention. Remember to only acknowledge the pains that already exist, things they already are trying to solve. Then use the name that threat exercise to find the real priority. Position your solution as the way to solve it.

Achieving Perfection



When you do this, you're continuously bringing back their attention as it starts to wane.

Summary

Doing this well means keeping your audience at or near the edge of their seat throughout your presentation. It's a great position to be in.

How to Construct Your Deck

Here's a rough outline of how to construct a 15 to 20-minute presentation deck:

1

Begin with a series of rhetorical questions that acknowledge pains they're already experiencing. This wakes up the brain and grabs their attention.

2

Give your elevator pitch, including your belief statement and the emotional lift of your solution positioned as the relief to those problems.

3

Set the agenda.

4

Give a high-level description of your company, to answer "why is this person in the room, right now?"

5

Next, highlight a problem you're going to solve for them with your solution. Use the principles of Let's Get Neuro to take them through the emotional lift of your solution.

6

Repeat this as many times as you need to, usually 3 per presentation.

7

Close by asking how they feel or what they think. Do not ask, "Are there any questions?"

Carefully Consider Props

When executed well, props can be extremely useful. They help your audience engage with your content, and make you memorable long after you leave. Done poorly, they can hinder, so consider the following:

Does the prop help advance the story? Use it. If it's just connected to the story, leave it home.

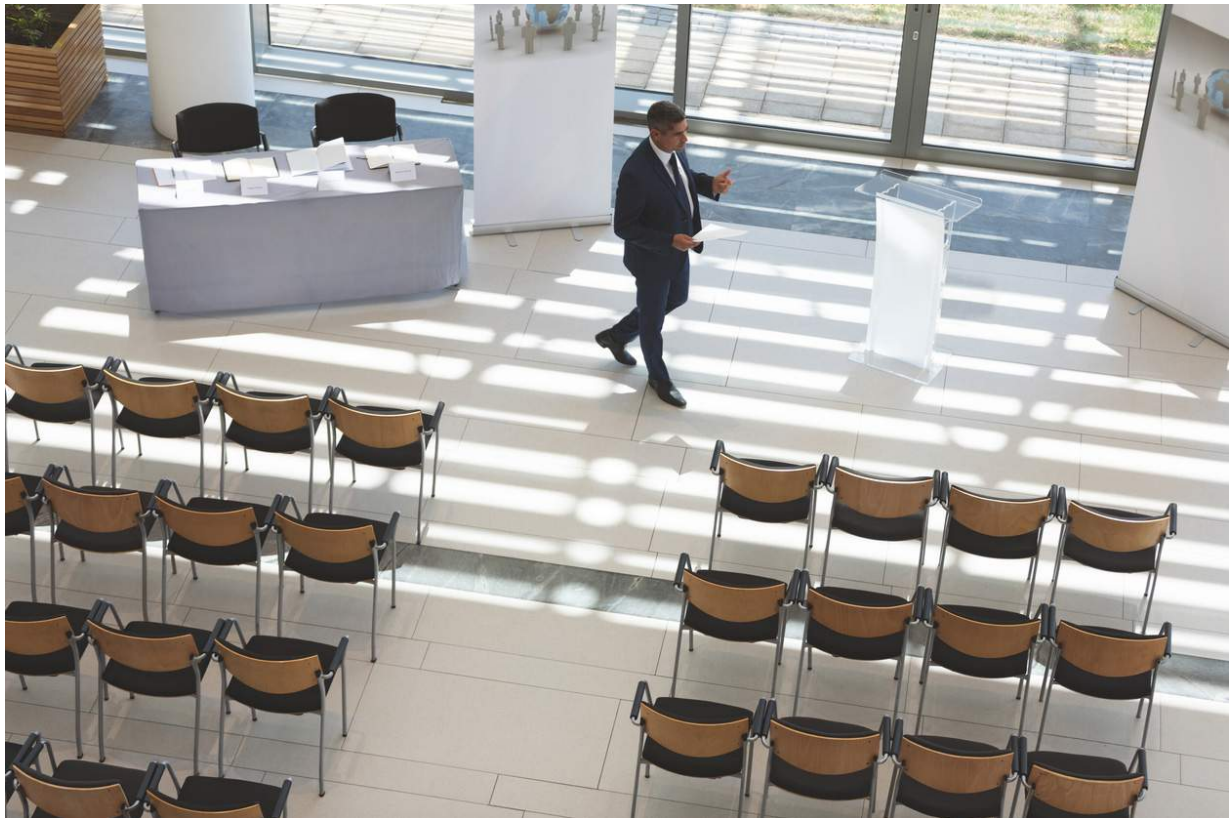
Will the prospect be able to make the connection between the prop and your solution? A week from now will they remember it? If the answer is "maybe" leave it home.

View the [link](#) to see how Bill Gates expertly incorporates a prop into his presentation.

Practice, Practice, Practice.

Great presenters have rehearsed their content dozens of times. You may not have that luxury, but you may be surprised how much you can gain from just a few dry runs.

You can present in your head, sitting at your desk. Even better is out loud, to an empty room. If you can find a willing audience, try it in front of others. No matter their familiarity, the questions they will ask will help you better. If you can't find a willing audience, consider a pet or a mirror.



Time after time, sales reps fail to practice their pitch, focusing instead on the content in the presentation. When the time comes, they read out loud, while their prospects follow along. These presentations fail to gain or keep attention. The performance matters.

Practice your presentation!

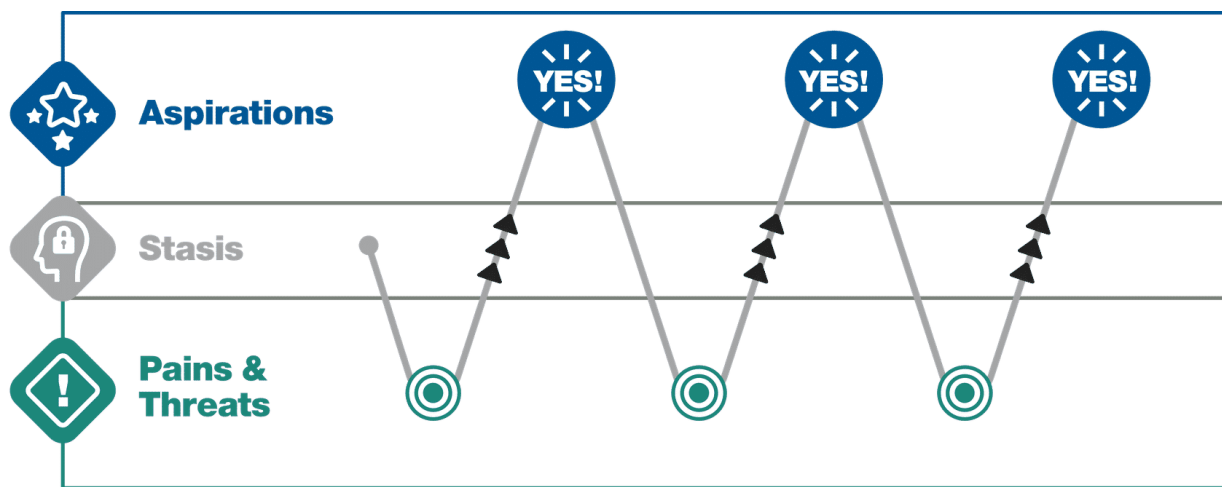
Practice makes perfect. Really.



Complete the content above before moving on.

HOW TO STRUCTURE YOUR CONTENT

WHAT REALLY NEEDS TO HAPPEN



Acknowledging one threat, once, won't do it.

We must use the knowledge that all of the great authors, composers, writers and directors have known for ages: repeatedly using pain/threat/relief works to keep attention.

Think about your favorite movie or book. What if none of the characters had any conflict for more than an hour or more than four chapters? Our presentations don't need special effects. They don't have to be the next great novel. But they do have a responsibility to talk to prospects in a way that keeps their attention.

What that means, for us:

- Think of each threat you're acknowledging as a chapter of your presentation. Touch on the reality of the threat and what it means for the prospect.
- Then, for each emotional lift, describe how your solution is going to help them solve or eliminate that threat.
- Back it up with only a few details about the service you provide, then show a proof point to let them know it's true. This proof point can be a statistic, testimonial or other way for the rational brain to believe you.
- Repeat this process two to four times, then open up the floor to conversation.

CONTINUE

ADAPTING FOR VIRTUAL PRESENTATIONS

Whether you're presenting in person or presenting virtually, follow the same pain/threat/relief rules.

There are a few tweaks to consider to your content, however, when presenting virtually. These mostly have to do with the difference in focus of your audience.

When you present in person, you're standing in front of your content. In most cases, you are taller than the screen showing your content. In nearly every case, you are closer to the audience than your content is.

When you present virtually, all this changes. Your content dominates the screen, while you are a mere few hundred pixels stuck in the corner of the content. Consider the following to accommodate this subtle, but important, difference:

Put the extra design work in

Whether you have the talent to do it yourself, need a hand from a colleague in another department, or have to beg for the budget to hire an outside resource, design matters most in a virtual environment. Remember, they're looking at your content more than you.

Slow your animations

If your presentation uses animations, consider eliminating non-essential ones and slowing down essential ones. The frame rate of your content streaming tends to be pretty low on all platforms and it's easy for your audience to miss them if they're under 2 seconds. It will feel like forever to you, but not to them.

Avoid using video

While some platforms have improved their ability to stream video in a virtual presentation, none of them are great. Further, you can't rely on your audience's connection speeds to keep up.

Everything else, keep the same

It doesn't matter where they are. Pain/threat/relief is a formula that works across media.

CONTINUE

GENERAL THINGS TO AVOID

We see a lot of the same mistakes. Don't do these.

Click through each to see how we get it wrong.

The beginning —

The first 90 seconds of your presentation are critical. Each participant will decide in less than that time whether they will pay attention to the rest of your presentation.

That's why it is imperative not to start out by giving an overview of the company, or any other "general information." The more you can focus on them, right away, the more attention you will earn for the rest of your time.

The agenda —

Agendas are good, but not the typical way they're done. Try to phrase each item in terms of what the prospect is going to get. So, instead of "product specification options," consider a heading like "What you'll get" or "How we'll solve it."

Bonus tip: ask the prospect if they have anything they want to add to the agenda. That's an easy way to find a priority!

When to use Product/Solution Information

You probably have slides that talk about what the product or solution you sell is. It should be your goal to never use them.

Put them in the back of your deck, well after the last slide. Only use them to answer specific questions from your prospects. Nothing saps attention away from a presentation like product information, no matter how excited we get to show it.

Go easy on the words

You are the presentation, not your content. The content should guide you. If you're being led by the presentation, then you need to practice more and remove more words from your slides.

Aside from proof slides, see if you can get down to four or fewer words per slide, and use images to tell your story instead. There's nothing wrong with a lengthy talk track to help you remember where you are.

CONTINUE

SUMMARY

Congratulations!

You've successfully completed this course.

Your progress has been marked as complete. Please feel free to [close your browser tab](#), or [click any lesson title in the menu](#) to review that course content.

