# Present Like Steve Jobs

The seven key elements of Steve Jobs' presentation style, explained in simple points:

1. **Start with One Big Idea**

   Instead of a slow introduction, begin with a single, powerful, and memorable sentence that states your main point. Think of it as a headline for your entire presentation.

2. **Tell a Story**

   Don't just list features or facts. Frame your presentation as a story with a problem, a solution (your idea), and the positive impact it will have. This makes your message more personal and engaging.

3. **No Bullet Points**

   Avoid slides filled with text and bullet points. Use visuals instead. A slide should have very few words—sometimes just a single word, a number, or a powerful image that supports what you are saying.

4. **Make Numbers Relatable**

   Translate data and statistics into concepts people can easily understand and visualize. For example, instead of saying "5GB of storage," say "1,000 songs in your pocket."

5. **Use the Rule of Three**

   Present your key messages in groups of three. People find it easier to remember information when it's bundled in threes (e.g., three key features, three main benefits).

6. **Practice a Lot**

   Steve Jobs looked natural and effortless because he rehearsed extensively. Practice your presentation repeatedly until you know every word, gesture, and pause. A smooth delivery is the result of hard work.

7. **Create a "One More Thing" Moment**

   Save a surprising or exciting piece of information for the end of your presentation. Building anticipation and then revealing a final, memorable point leaves a lasting impression on the audience.