

GUIDE TO WRITING PRESENTATIONS

**YOU WRITE A GOOD PRESENTATION LONG
BEFORE YOU DELIVER ONE!**

**MSNG
LNK**

GIVE & TELL

There's a reason so many competent speakers still bore audiences to death every day (or keep them awake, but fail to activate them).

It's because their beautifully designed and delivered presentation was badly written in the first place.

— SHIT IN, SHIT OUT —

So, here are our four lines of GOLD:

1. **GIVE** *them a reason to care*
2. **GIVE** *them a reason to believe*
3. **TELL** *them what they need to know*
4. **TELL** *them what they need to do*

[LEARN MORE ABOUT OUR TRAINING](#)

AUDIENCE / Where are they now?

I need to communicate...

in order to get the audience to...

THE VICTORY CONDITION

Where do you want them to be? / AUDIENCE



Give them
a reason to



Believe

Tell them
what they need to



Know

Tell them what
they need to



Do

Boredom Slayers

a Missing Link initiative

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