

FALLON'S

10 Commandments

OF PRESENTATIONS

Presentations...

Commandment #1... are about selling

According to *Tony Jeary*... **"Life is a Series of Presentations"**. Regardless of your career or position in life, everyone is involved in selling something... either their knowledge, skills, content, services or self. When you are delivering a presentation, you are selling.

Commandment #2... should make an audience want to buy

No one will buy something against their will. Selling something to someone who doesn't want something is extremely difficult. In a presentation, your job is **NOT** to sell, but rather **MAKE** them buy! At the end of your presentation, your audience should **WANT** to buy.

Commandment #3... are about audiences, not presenters

The presenter **IS NOT** the hero that comes swooping in to save the day with their presentation. Remember, even though you are up in front, the presenter is not the most important person in the room... it's the members of the **AUDIENCE**.

Commandment #4... aren't your PowerPoint visual support

This is a double edged sword... Presenters don't rely on their PowerPoints to be their entire presentation or Teleprompter.

Commandment #5... should be the quality that you would attend

Never deliver a presentation you wouldn't sit through. NUFF SAID!!!



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Commandment #6... should be audience interactive

Ask questions, do demonstrations, have the audience participate in your presentation, call them up to work with you, have them get up and move around. Make them part of your presentation. This is a great way to establish and grow a relationship with your audience.

Commandment #7... should be conversations, not lectures

Converse... **DON'T** Lecture. Relate to your audience. Establish a connection.

Commandment #8... need to be creative and thought provoking

Chances are this isn't the first presentation members of your audience have sat through. Chances are they've seen plenty of presenters using a variety of techniques in their presentations. In order to set yourself apart and deliver a memorable presentation your creativity in message design should result in a thought provoking presentation and experience for your audience.

Commandment #9... fail without good platform delivery skills

Gone are the days of dead pan faces, monotone voices and "all **BULLETPPOINT**" PowerPoint presentations. Today's successful presenter needs to have the facials, vocals, gestures, body movement confidence and look of a successful presenter. **Remember... "if it looks like a duck, walks, quacks like a duck... it's a duck"!**

Commandment #10... should contain stories and humor

Since the dawn of man, stories have entertained us when sitting around the campfire. Stories hold our attention, increase our excitement and always leave us wanting more. Want to make a point... tell a story. Like stories, humor acts as a trigger to help us remember a point in the presentation. Making the humor memorable assures the point of your presentation will be remembered.

