

## Tips for writing a presentation

After you have delivered your oral presentation, the written material that you distributed lives on. It reminds prospective clients, vendors, or customers of your company and the benefits you provide. Here are some ways your written presentation can continue selling your products or services for you:

- 1 Give your material a professional look and feel by enclosing your presentation materials in folders or envelopes made just for that purpose. This is guaranteed to make your work stand out.
- 2 Assemble your reports, business plans, and other written material in a logical manner. Then use a binding machine to bind all the information between covers; separating each section with labeled index tabs helps your audience follow along with your presentation.
- 3 Impress potential clients by using covers and folders for your presentations. Some businesses receive a dozen or more proposals a week—make yours stand out from all the rest.
- 4 Apply color to influence mood and emotion. The colors for type, illustrations, and backgrounds influence the way they are perceived. Here's a basic guide to choosing colors:

Black = authority, strength	Blue = truth, justice
Brown = friendliness, warmth	Gray = maturity, integrity
Green = growth, new	Orange = action, optimism
Purple = dignity, sophistication	Red = excitement, alertness
White = innocence, professionalism	Yellow = confidence, warmth

- 5 Use appropriate typestyles for readability. For handouts or take-home material, print the paragraph copy in a serif typestyle like Times Roman. Type that is projected onto a screen using a slide, overhead, or multimedia projector should be in a sans-serif type like Arial.
- 6 If possible use illustrations and photographs in your printed presentation materials. They inject realism and help clarify and emphasize your point.

## Tips for delivering a presentation

Presentations are vital to gain visibility for your company, prospect for new customers, and sell your products or services. Oral presentations can also be one of the most frightening aspects of your job (more so than being bitten by a dog or flying in an airplane, research shows). We hope to help relieve some of that fear and stress by providing you with these useful tips and ideas you can use for your next presentation:



- 1 Appear confident in front of your audience; stand erect but relaxed.
- 2 Speak so everyone can comfortably hear you, making sure to modulate your voice naturally.
- 3 Speak at an appropriate pace for your material—neither too quickly (you'll lose your audience) nor too slowly (you'll put them to sleep).
- 4 Use visual aids, overheads, or a software program like PowerPoint® to help keep your audience's interest alive.
- 5 Make frequent eye contact with your audience. Think of your presentation as a series of brief, one-on-one conversations with individuals. This keeps you from talking at your audience.
- 6 Use a tone of voice that projects authority. Be enthusiastic in your delivery, and speak with belief in your message.
- 7 Keep your presentation as brief and simple as possible.
- 8 End your presentation with a clear message. Shake hands with your audience, either before or after your presentation.