

# PRESENT LIKE A PRO: PART 2

To ace your presentation and leave the kind of impression that takes your career to the next level, just follow these 10 tips:

1. **Know your audience.** Ask yourself the question: who am I talking to and why should they care? The answer to this question will guide your content, tone and message.
2. **Everything is a story.** The best presenters are masterful storytellers. Build your deck around a story people can relate to.
3. **Preparation.** When we are prepared, we are confident. Invest the time in researching your topic top to bottom.
4. **Shorter is better & don't go long.** Always leave your audience wanting more. Never go long.
5. **Rehearse.** The best way to rehearse a presentation is to divide it into 3 or 4 parts, and to practice each part separately.
6. **Identify tech support in advance, arrive early & request a sound check.** Connect in advance with an IT person who can help you set up and trouble shoot before your audience arrives. At any large venue, request a sound check where you try out the microphone, run through a few slides and get a feel for the stage.

# THE Speaker COACH

EPISODE 23

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7. **First Impressions (in-person).** First impressions begin the minute you walk in the room. Dress like this presentation matters to you. The more put together you are, the more you will be viewed as credible, competent and capable.
8. **First Impressions (virtually).** If you are presenting virtually, be ready the second that camera on your laptop goes LIVE to the room. The same rules for dress apply here. Look like this presentation matters to you.
9. **Be conversational. Be real. Bring your energy.** Whether you are presenting LIVE or virtually, whether you are speaking to 12 people or 1200 people, the secret to connecting with an audience is imagining that you are talking to one person. Mastering this skill will make you memorable. And remember: the presenter sets the tone. If your energy is strong, the audience will feel it and respond to it. If your energy is weak you will have less impact.
10. **How to handle Q & A.** During a LIVE Q&A, walk and talk as you answer questions. Be concise in your answers. Q&A virtually is usually about people entering their questions in the chat. Take advantage of the fact that you are seeing the questions and pick ones you are most confident in answering.

**Bonus Tip: Know how to use a microphone.** Keep your mouth a fist distance away from the head of the microphone. If you are going to be wearing a lavalier microphone, make sure there is a place on your clothing to clip the microphone, hide the wires and attach the battery pack.

**Remember: No matter how you sound, I can make you sound better.**

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