

11 Point Checklist on

"Grabbing Your Audience's Attention in One Slide"

1. **Start off with a Bang!** - Create a sense of urgency for your audience.
2. **Show Don't Tell** - **Show them the numbers.** Your prospects are more interested in themselves and how they will benefit from whatever it is you're showing them.
3. **Define the Problem** - This is where you can really shine with animations and large text. Show your prospects how relevant the problem is to them.
4. **Offer a Solution** - Use language everyone can understand.
5. **Create a Plot Point** - Utilize your creativity. Make your audience the main character. Your story needs to be about the audience, not about you.
6. **Talk About Your Team** - **These guys are important too!** You can sell their skills and assets.
7. **Don't be Text Heavy** - **Use graphs, charts and images over dull and plain black text.** If your page is filled with words, the audience is likely not listening to you.
8. **Play to Your Audience's Interests** - Show your audience you care. They'll likely do the same.
9. **Use Big Fonts** - You don't have to be a graphic designer to communicate clearly. **You'll be good with a 24 - 32 point font.**
10. **Use Awesome Quality Images** - Don't let your PowerPoint content go to waste. Make sure your images pop.
11. **Incorporate Multimedia** - This offers a unique way to engage with your audience. **Play music!** Playing a simple and appropriate song in the background can make your audience feel more comfortable.

Bonus Tip!

Talk About Next Steps - NEVER end your presentation with "Questions?"
Close with a call to action, so they know exactly what to do next.