

WINNING PRESENTATION IN A DAY

**Get It Done Right,
Get It Done Fast.**

RHONDA ABRAMS

RHONDA ABRAMS is a syndicated columnist, author and public speaker. She has owned her own consulting firm for more than fifteen years specializing in working with entrepreneurs and small business owners. Her weekly newspaper column, *Successful Business Strategies*, is published in over 130 newspapers and magazines having a combined readership exceeding twenty million. She is the author of five books including *The Successful Business Plan: Secrets & Strategies* and *Business Plan in a Day*. Rhonda Abrams is a graduate of Harvard University and UCLA, and has personally founded three successful companies.

The Web site for this book is at www.planningshop.com.

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MAIN IDEA

Putting together a powerful and persuasive presentation is a challenge, but if you're organized and structured in the way you approach this task, you really should be able to put everything together in 24-hours or less. Those 24-hours don't even need to be consecutive but can be broken down into smaller parcels of time if needed.

The real key to being effective in this area is to work to a plan. Have a clear mental picture of what's required and then fit all the pieces together as quickly and efficiently as possible. Doing this eliminates wasted effort running around in circles and also any unnecessary steps which may drain your time, energy and resources.

"Sooner or later, everyone has to give a presentation. In business, this might take the form of a sales call, a briefing to a department head, or a report to clients. Perhaps you've been asked to participate on a panel at a conference or to give a keynote speech. If you're presenting your business plan to investors, seeking a loan, or trying to land a major client, your company's future might depend on your presentation. If it's a winning presentation, it will persuade your listeners to share your point of view, and you'll achieve your objectives. Presenting is a skill you can learn and continually improve by knowing some simple techniques and understanding the most effective ways to choose and organize your content. Naturally, the more you present, the better you'll get."

– Rhonda Abrams

The structure of a winning presentation

Preparation Checklist

- Decide on an appropriate topic and a dynamic title.
- Select what type of presentation you'll give, and to whom.
- Set the time and venue parameters.
- Gather all the information you want to use in the presentation.

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Opening

Tell the audience what you're going to be telling them today.

- Develop an opening hook which will command attention.
- State the reason for your presentation.
- State your core message clearly and concisely.

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Body

Tell them.

Rationale #1	Rationale #2	Rationale #3
• Point 1	• Point 4	• Point 7
• Point 2	• Point 5	• Point 8
• Point 3	• Point 6	• Point 9
Restate core message using Rationale #1	Restate core message using Rationale #2	Restate core message using Rationale #3

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Closing

Tell the audience what you've just told them.

- Review key rationale.
- Restate the core message.
- Issue a call to action.
- Link back to the opening hook. (Optional)
- Thank the audience for their time and attention.

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Optional Things You Can Do

- Develop a strong and vibrant delivery style.
- Achieve the right degree of audience involvement.
- Work smoothly with your visual aids.
- Use presentation software like PowerPoint professionally.

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