

The Presenter's checklist

– don't stand up to speak until you've ticked all these off!

Been asked to present or speak in public and overcome with nerves and don't know where to start? Scared you won't get your voice heard? Don't panic! This checklist will help you prepare, rehearse and deliver a cracking presentation.

Preparation – answer these questions:

- What's the title and topic of your presentation?
- What's your goal for your presentation? What do you want it to achieve?
- What's the key message you want your audience to take away?
- What's your call to action? What do you want your audience to do as a result of your words?

Everything you write and present should serve the above answers. Now answer these:

- What do you know about the topic that the audience needs to know?
- What DOESN'T the audience need to know? Don't overwhelm them with unnecessary information.
- Open your presentation in a way that surprises and engages your audience (Hint: images, videos, a story, a startling fact or statistic all make good openings)

- Bring your presentation to a strong close rather than just petering out (Hint: the hint in the point above applies here, too)
- Using slides? If you are, build them to enhance your message for your audience, not to act as your script.
- Are you following the golden rules of slides?
 - Keep it simple – no logos, no clutter, no small text
 - Only one idea per slide – use more slides but use them faster
 - Use images instead of words (and use them full screen)
 - Your slides should illustrate and illuminate. No one, least of all you, should be reading them.
- How are you going to interact with the audience? Make your presentation a conversation, not a lecture. Questions are your friend, not something to be feared.

Rehearsal






This is the step that most people miss out. Don't. Make time in your schedule to rehearse your presentation, in full. Your audience will thank you. These are the four things you need to do:

- Know what you want to say but don't know your words. Plan your talk (as bullet points on cue cards if necessary) but don't fully script it as it will sound stilted.
- Video yourself delivering your presentation. Watch it, critique it and make it better. (Hint: NO ONE likes watching themselves on video but it's the best way to understand how you come across to an audience)
- Rehearse your speech out loud, as you would in front of an audience, don't just mutter it or 'say' it in your head.
- Practice on the clock. One of the biggest no-nos as a presenter is over-running your allotted time.

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Delivery – you can't tick these off when you're on stage but tick them off when you've practiced them.

- When you stand up to speak, take your place at the front of the room or on the stage, pause, take a breath, look around the room and smile. Now you're ready to begin. 
- Relax your body and move naturally as you speak. Don't stand stock still or pace up and down. Let movement naturally flow from the words you deliver. 
- Let your eye line 'drift' around the audience, so everyone feels they've had eye contact from you. 
- Tell the audience early on when you're going to take questions, to lessen the chances of them interrupting. 
- Remember that the audience is on your side – they WANT you to do well and want your content to be engaging and relevant to them/their role. 

If you get nervous, ask yourself 'What's the worst that could happen?' No one has 'public speaking' on their death certificate. The more preparation and rehearsal you do, the less reason you have to be nervous. If you skipped those earlier stages, go back to the top now and work through this whole checklist again!

If you'd like more help, here are some more resources available to you quickly and easily – including one-to-one coaching with Steve:

1. This checklist is a (very much) distilled version of my book, ***The Authority Guide to Presenting and Public Speaking***, which you can buy as a paperback or Kindle book via **Amazon**, an iBook via **Apple Books** or an audio book via **Audible**.
2. There are loads of tips to help you with your presenting on my YouTube channel: **www.youtube.com/stevebustin** and on my blog: **www.getyourvoiceheard.co.uk/category/useful-stuff/**
3. I publish a fortnightly newsletter that includes a video tip that will help make your presentations better. Subscribe and see previous editions **here**.
4. If you really want to nail your presentation, why not book some one-to-one coaching with me? Call me on **07803 729208**, email **office@stevebustin.com** or book a two-hour slot straight into my diary via **<https://get-your-voice-heard.appointedd.com/>**

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