



1. Craft a clear Objective
 - }] If you cannot explain what you expect you will lose your audience
2. Use gray out builds for bulleted lists
 - }] Any slight movement on the slide will re-engage your audience
3. Do not lead with an Agenda
 - }] You will lose your audience
4. Identify your “One Big Idea” before you begin the design process
 - }] It doesn’t matter if your presentation is 1 or 100 minutes you should be able to identify the main topic, so the audience doesn’t have to
5. Use a Mind Mapping technique
 - }] For example tell them what you are going to tell them, tell them, Tell the what you told them
6. Know your audience
 - }] Research them, connect with them online, reach out ahead of time and ask how you can best meet their needs
7. Use the Presentation Structure Template
 - }] Use our Presentation Structure Template available via everythingwebinar.com or Amazon.com
8. Use a “Q&A” slide to prompt the audience for questions
 - }] Using a “Q&A” slide is another way to increase engagement
9. Consider using a “Let’s Connect” slide so your audience knows how to find you
 - }] A Let’s Connect slide should include all of your contact information including links to social media sites
10. Change the luminosity of the slides for increased engagement
 - }] Luminosity is brightness. Slightly changing the brightness of an image on a slide is one way to quickly regain virtual attention