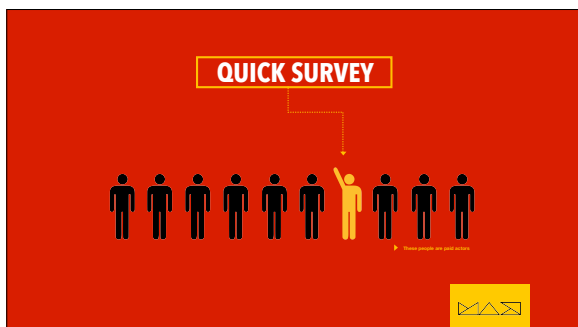




1

Your presenter is Scott Kelby, an award-winning author, photographer, and “Photoshop Guy.” He is Editor and Publisher of the highly acclaimed Photoshop User magazine, and is the head of training for KelbyOne.com, an online educational community for creative people around the world.



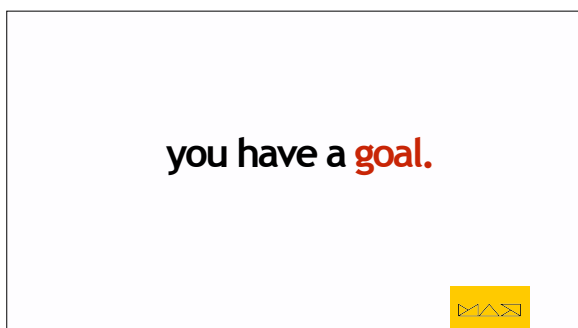
2

This was just an ice-breaker I did (I’ve been doing variations of this for many years), where I ask the audience a series of “raise your hand if...” questions, then I ask “Who is not going to raise their hand no matter what I ask?”



3

Whether you’re presenting to a big or small group – it means you have everything in place to give you the best chance of having your message connect with the audience.



4

Every presentation has a goal. Either to persuade. To inform. To teach. To sell. To share data. To make the audience consider or reconsider a particular position.



5

The goal is to make them react or respond in the way you want them to; whether it's buying your product; giving you their vote for office; changing the way they think about something – you want them to react to your message in a positive way.



6

In this class I'm going to share my most effective, time-tested, road proven tools to make your presentations rock.



7

If you want to make the most from this class, don't take notes. You'll get a lot more out of this class if you don't spend it writing what I said a minute or two ago.



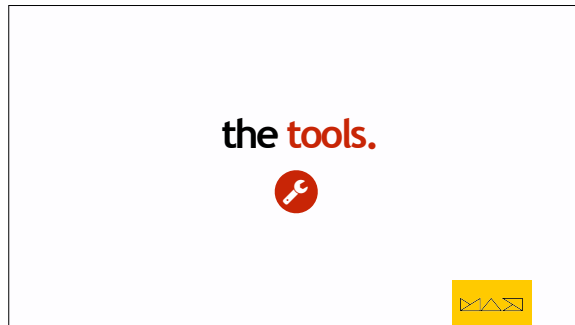
8

Taking notes is an incredibly ineffective way to learn. You're writing when you should be listening, so you're always missing things, you're behind, and your notes often don't make sense to you later anyway.



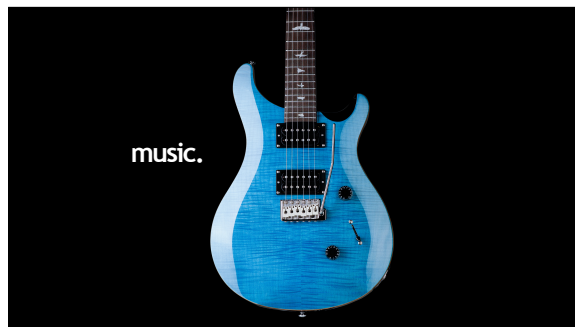
9

Besides, I already did all the note-taking for you. 44 pages of my own hand-hand-written notes (well, hand-typed anyway), and all the slides you'll see in class. In fact, it's what you're reading right now.



10

OK, here come the tools.



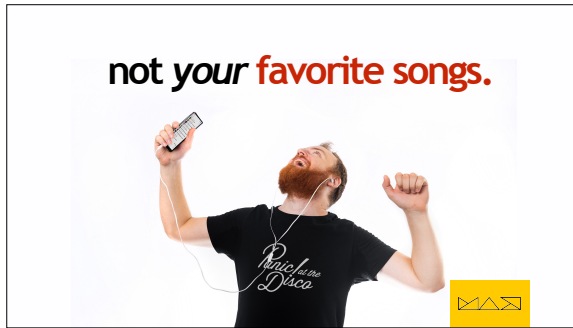
11

Play music before your presentation starts. It's your warm-up act. Even the host of The Tonight Show and Late Night have both a band and a comic warm up the crowd before they step on stage. Heck, even Bruno Mars has a warm-up act – it gets the crowd in a fun mood; it opens their mind to learning, it calms them,



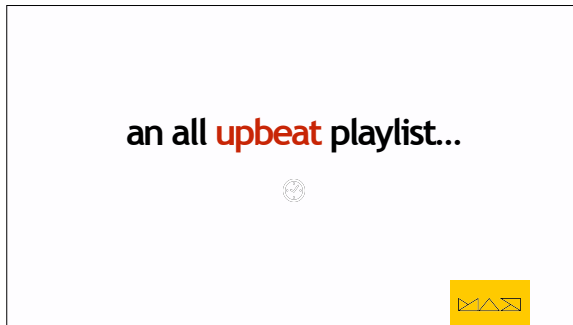
12

Set the volume loud enough that people can't whisper. Set it loud enough so they have to speak to each other in their regular speaking voice. You want them chatty and enjoying themselves before you even step on stage. You want a happy, engaged crowd – not a whispering one.



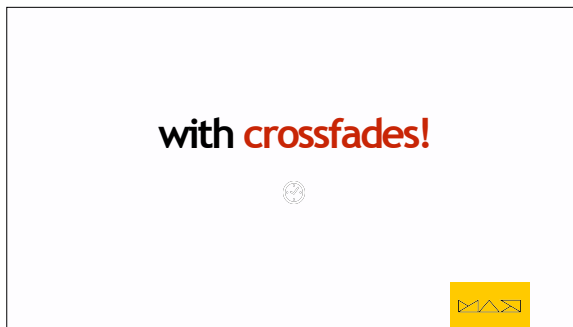
13

Don't play your favorite songs. Play THEIR favorite songs. The music isn't for you. It's for them. It's to make your audience feel good and happy. So, build your playlist that appropriate to the crowd your presenting to.



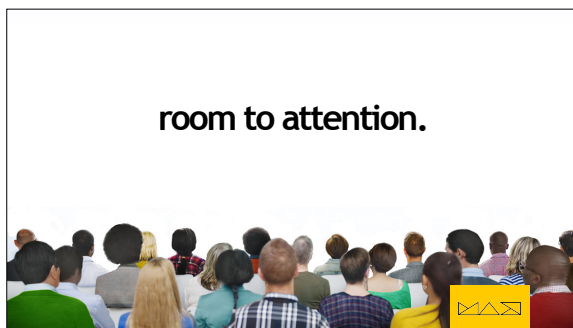
14

Create an upbeat playlist of songs – fun, happy, feel-good songs.



15

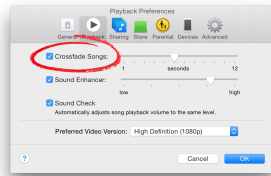
The music can't stop. Why? because....



16

...it brings the room to attention. The music shouldn't stop until the actual moment you're ready to being the presentation. There should be no "dead air." The music stops, and you start presenting with no gap in between.

itunes.



17

If you use iTunes (for Window or Mac) to play your pre-show warmup music, you can turn on Crossfade Songs so there's not even a pause between songs — the end of the previous song blends into the next song.



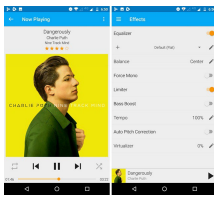
Crossfader 12+
Everybody is a DJ
DJZ
★★★★☆ 4.4, 77 Ratings
Free

It's free!



18

If you use an iPhone, then download the free Crossfader app, which has a built-in crossfade feature.



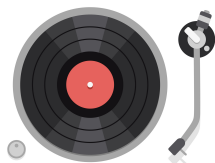
ANDROID: GoneMAD Music Player
\$3.99



19

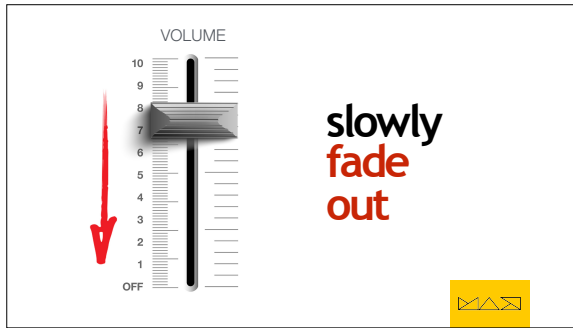
For Android-based phones, try the GoneMAD Music Player, which also has built-in crossfade. But then, so does Spotify.

don't **'cut'** the music.



20

Also – Don't just cut your music, like you're taking the "needle off the record" (like the do in the movies). Instead...



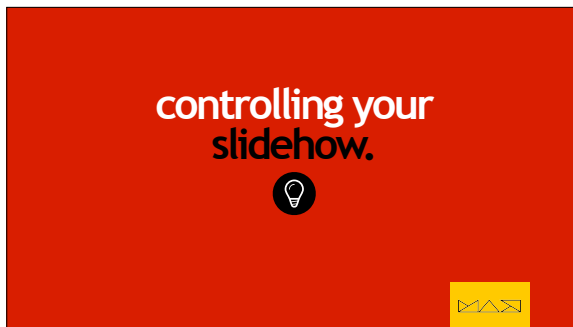
21

– slowly fade it out. It’s kinder to your audience, and much more professional sounding.



22

Your gap, or dead air, from the moment the music stops to you speaking on stage should be very tight. No more than a second or two. With any presentation, (theater, rock concert, stage show to speaking gig), one of the big secrets is tight transitions. If they introduce you, and the applause stops, wherever you



23

Do this stuff before you even take the stage.



24

I control my slideshow using Apple’s free Keynote app, which controls my laptop-based Keynote slideshow creation app from my iPhone. It shows you the current slide and the all-important “next” slide. To advance the next slide, just tap the screen.

better timing.



25

Knowing which slide is next, allows you to have better timing and more impact. The slide appears exactly at the right moment, because you know what's next, and you control when it appears. You can time it perfectly.

deadly sins



26

Seven things that will kill your presentation. Avoid these at all costs.

not starting on time.



1.



27

This is the fastest way to turn a happy crowd into a cranky crowd. When you don't start on time, you've already lied to the audience. You haven't lived up to the very first thing you said to them – you told them what time you would start, but then you didn't start at that time. You've already lost some of their trust, and

apologizing.

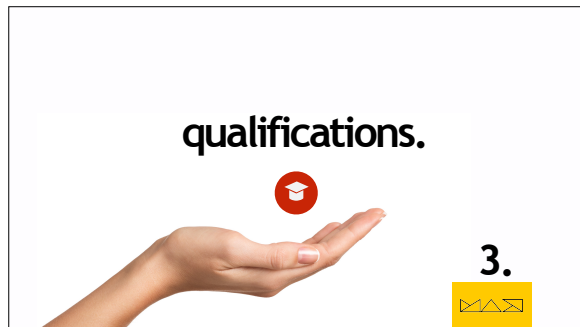


2.



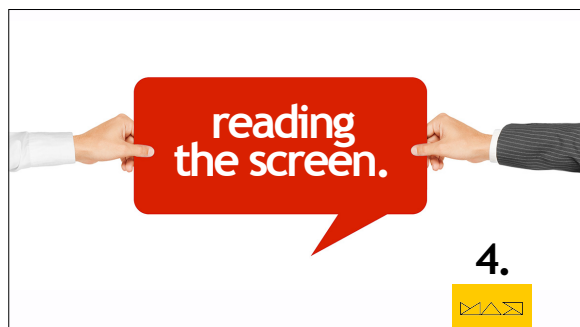
28

Don't start off by saying your sorry for anything (unless you were late, but if you wind up apologizing for being late, you might as well pack it up – you're toast). Saying "I'm sorry" means you weren't prepared for something (a problem, not having something you meant to have with you, etc.), and it puts you in a bad



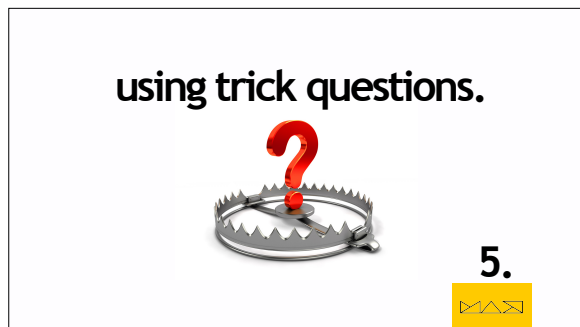
29

Don't start by trying to convince the crowd you're qualified to be their presenter. Don't give us your bio. You were chosen to be there by the organizer, or your boss. The audience assumes you're qualified — otherwise you wouldn't be asked to speak on the topic. If you're talking about why you are qualified to



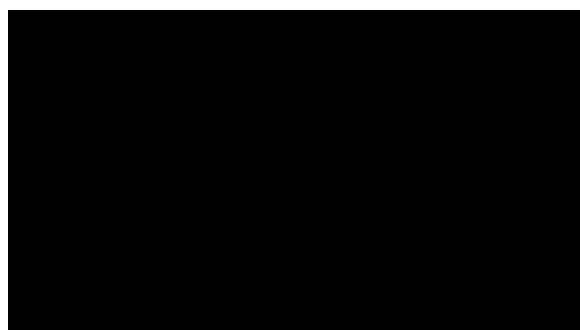
30

Don't read the screen aloud – no matter how fast you read, the audience has already read it. Twice.



31

Don't ask the audience questions you know they don't know the answer to. Presenters do this to make themselves look smarter. If you do this, you're not smarter.



32

In this video the speaker asks the crowd "Who knows the 5 irrefutable laws of marketing?" Nobody answers and she says to the crowd, "Nobody knows?" Really... Nobody? You're essentially telling the crowd, "Wow, are you people stupid?" Is that the message you want to send? Look at their faces after you pull a stunt like

don't make them
feel **foolish**.

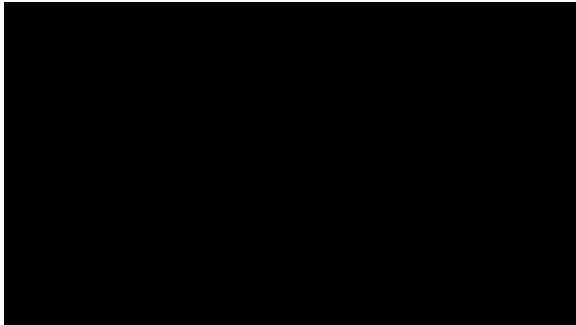


5.



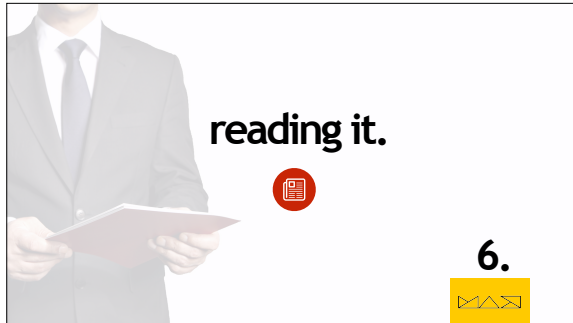
33

Also, don't ask them to raise their hand for something, and then make fun of the people who raised their hand, or make them feel foolish. Both of these are simply designed to make you look smarter than your audience, but these don't connect you to the audience – it separates you in a very negative way.



34

In this video the speaker asks the crowd to raise their hand if they've ever attended a marketing workshop. When most of the hands go up, she tells the crowd they wasted their money. Everyone who raised their hand now feels stupid. It's a technique you'll see surprisingly often – again, it's designed to make the



reading it.

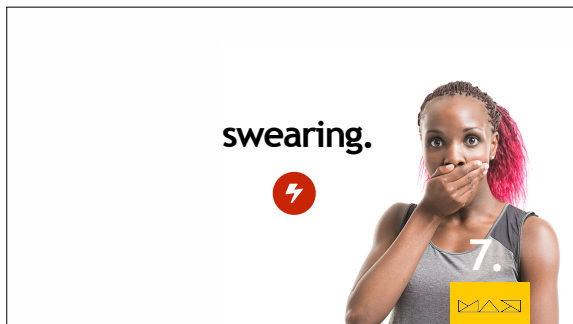


6.



35

Your presentation is not a speech – don't read it. Nobody wants to sit there as you stand there reading to them aloud. If you're going to do that, you could have just emailed to them. You are going to need an outline for your presentation, but your outline will be the slides themselves. Each slide should cue you as to



swearing.



7.



36

There are a tiny handful of people who can get away with casually tossing in a naughty word during their presentation, and they sometimes get a laugh and get away with it. Being on stage in front of a group is not a place to test this concept out, because if it turns out you're not one of those people who can get away with



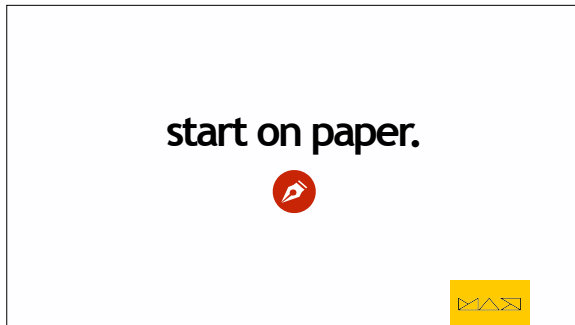
37

It must be true – I saw it on Twitter! (this is where you'll see a description of your “bomb” if you bomb using a cuss word. It's just not worth the risk).



38

Do this stuff before you even take the stage.



39

Don't build your slideshow until you have an outline on paper. This is really important – you've got to start on paper and flesh everything out before you even build the first slide. This will save you a ton of time and frustration during the process, plus there are other benefits (as you'll see in a moment).



40

Your paper outline is the blueprint for your slideshow. It's the written plan for your presentation and you'll build your slideshow based on what you laid out in your printed outline.

pre-start notes.



41

You're going to read these notes before you step on stage. You'll not only want to read this right before your presentation, you'll want to keep this nearby on stage in case you get lost and need to refer to it (hey, it happens).

it's story time.



42

Your presentation should be a story. Stories are how we learn. It's how we've learned for thousands of years – stories stick with us. Data doesn't. Your story should address what the problem you're trying to solve (not your problem, of course, their problem). What the fix is, and how you're going to be the person

make it personal.



43

The more personal your story, the more it will resonate with your audience. If you have a personal experience that directly relates to your topic, it will help make your point connect with your audience.

Believe!



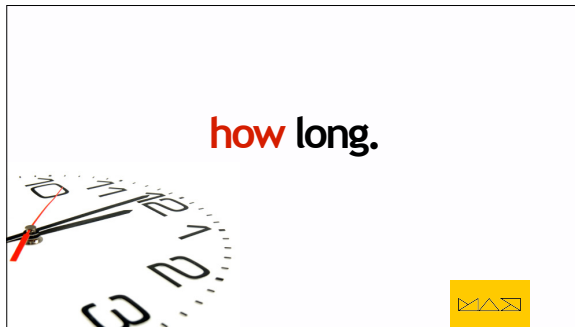
44

The “secret sauce” of making any presentation really resonate with your audience is to believe in what you're saying – because if you strongly believe it in, it will bring out your passion for the topic and passion creates genuine enthusiasm that will roll over your audience like a wave. If you're excited about it, maybe



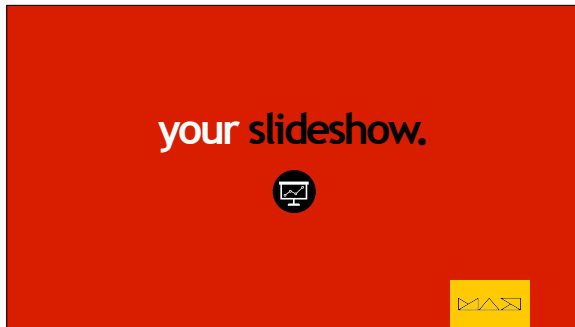
45

Don't set out to be funny – but if you see an opening for a funny comment, based on what you're already saying, go for it. Think of yourself more like a talk show host, who adds little witty comments, than a stand-up comedian who is telling jokes. When a line goes over with the crowd; write it down immediately after so you



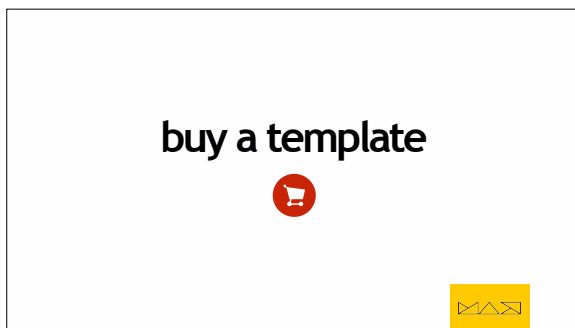
46

If you have some say in how long your presentation will be, less is more. If you're required to do a long presentation (you're being paid to speak at an event), you start to lose most folks' attention at around the 40 minute mark. You'll see people start to get up and visit the restroom or go outside the room to



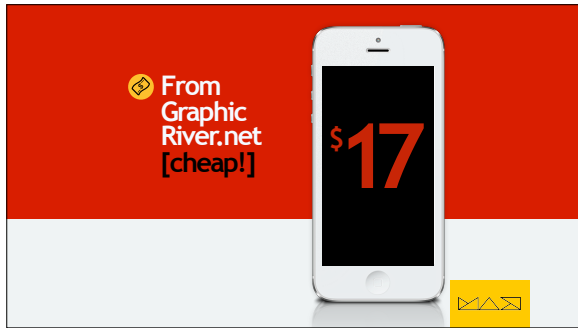
47

IMPORTANT: The slideshow is NOT the presentation. You are the presentation. They are there to hear from YOU! The slideshow is a visual to help you. To assist you. To add a visual element because we recognize and react to visuals many thousands of times faster than the written word, but this presentation is by you



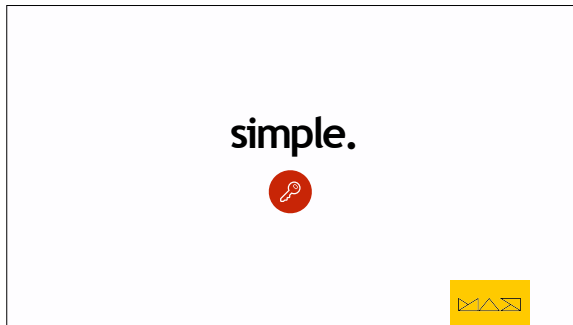
48

Please don't use the built-in templates that come with Powerpoint or Keynote. Everyone has seen those to death, and they're fairly lame at that. You can buy great templates online that look awesome, and cost so little.



49

The one I used here, from [GraphicRiver.net](https://www.graphicriver.net) only cost \$17. The most I've ever paid was \$30 for an amazing template. Totally worth every penny (Plus they come with fonts, often times with photos, and lots of graphic icons like you've seen me use here).



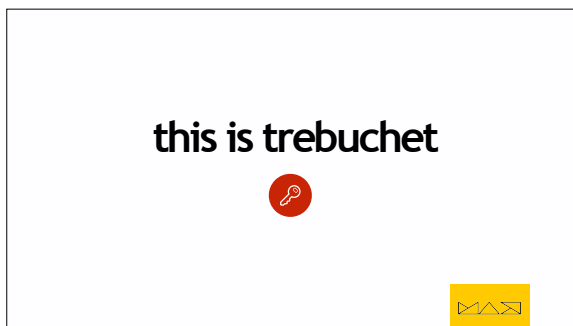
50

Keep every slide as simple as possible, as clean as possible (lots of white space surrounding your text or graphic, like you see here). Just use a very few colors (I'm only using black, red and yellow in this presentation). Also, just one thought per slide. This will make you have a lot of slides, but that's OK (you'll



51

People will have to be able to read your screen from the back of the room. Thick bold fonts help make that happen. So does limiting the number of words. It's helps both with readability and retention.



52

You probably already have this font. It's not an awesome font....unless you use it in all lowercase, then it looks pretty decent.

this is Kozuka Gothic Pro



53

This is a free font that came with one of the templates I bought from [GraphicRiver.net](https://www.graphicriver.net) and I love it. The lighter weights look great, too.

THIS IS BEBAS NEUE



54

Tall, bold, and easy to read. One of my favorites.

eco-friendly products



55

Tailor the font and colors to your audience. Your slides should communicate to your audience in a style and look that makes them feel comfortable and looks familiar.

this is Cronos light



56

The font used here is from Adobe — it's Cronos Light, part of the Cronos family of fonts.



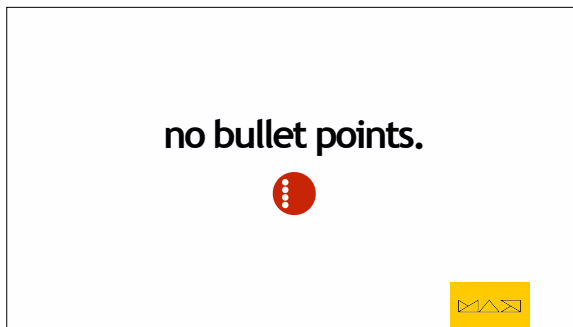
57

This is tailoring the presentation to your audience. All I did was change the font to Helvetica Neue Bold; make the background black and make the type white. I replaced the icons with a corporate logo and I also matched the color of the rectangle with the MAX logo (in the bottom right corner) to the same blue as in the



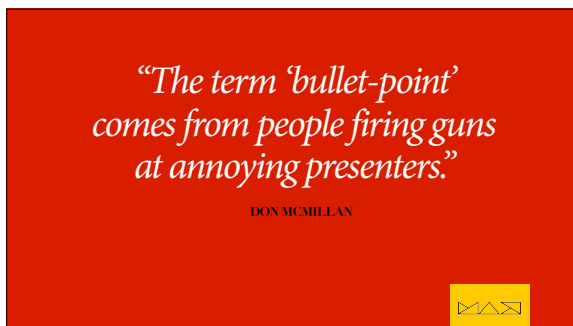
58

If you need fonts, you've got 'em — Adobe Typekit comes with your Creative Cloud subscription and gives you access to thousands of fonts of every style, look and feel.



59

Bullet points are instant death to presentations.



60

He's right ya know!

not this.

- Your audience instantly starts reading them
- While you're reading the first line they're not listening to you because they're reading the rest of the bullet points.
- They start at the top and go right down the list.
- When they're done reading, they stop listening to you because they've already read what you're about to say
- You may as well just write "this is going to be boring."
- That's why it's described as "Death by Powerpoint"
- Why are your notes on screen? Why do they need you?



61

Please don't ever do this. It looks awful. It looks busy. I don't want to read it, but can't help myself because if you make a list, people read it and that's the problem.

they start reading.



62

As soon as people see bullet points, we're programmed to start reading them. That's not a good thing, because they're reading.

they've stopped listening.



63

When they're reading, they're not listening to you. Plus, people read fast – really fast! While you're reading the first bullet point out loud, they're already on point #4 and not listening to a word you're saying – they're reading ahead. It's what separates us from the animals.

they know what's coming.



64

Once you've listed bullet points, the entire audience knows exactly what's coming next, so since they know what's coming, this is a perfect time for them to check their Facebook page on their phone. They've checked out of your presentation. Hopefully, they'll check back in at some point.

your notes are on screen.



65

Since you're putting your presentation notes on screen, why not just save them all the trouble – just email them the notes – that way they don't have to waste their time by reading your notes as a group.

why do they need you?



66

In fact, why do they need you at all if you're just going to post bullet points – just email it.

you're wasting their time.



67

When an audience see a list of bullet points, they know you're wasting their time. That's why they call it "Death by Powerpoint."

it's boring.



68

Q. What's the most boring thing you could possibly put in your slideshow?
A. Bullet points. You title at the top of the slide might as well just read "List of boring stuff you don't care about."



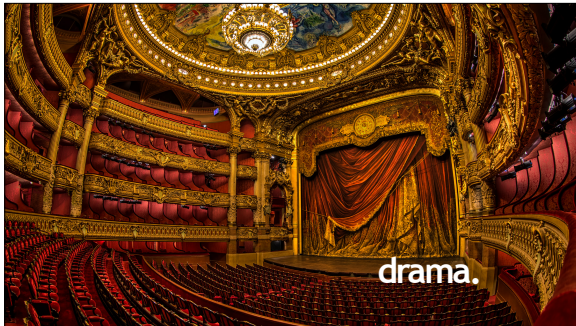
69

Want more impact? Use photos. People love photos – this year they'll take over a trillion photos – more than all the photos ever taken in history, all in one year.



70

Photos add impact (this is the outside of the Lloyds of London HQ in London).



71

Photos can add drama (this is the Opera House in Paris).



72

Photos can add emotion (this was taken in Beijing's Forbidden City).

examples.



73

Here's a few examples of slide layouts with photos and text.

→
ITALIAN
ARCHITECTURAL
STYLES



74

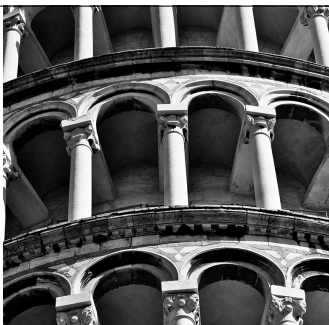
Simple. Clean. Text to the left. Photo to the right. B&W photos look great with that simple red accent color.

→
ITALIAN
ARCHITECTURAL
STYLES

75

Here's the same slide without the photo. It makes a BIG difference.

→
ITALIAN
ARCHITECTURAL
STYLES



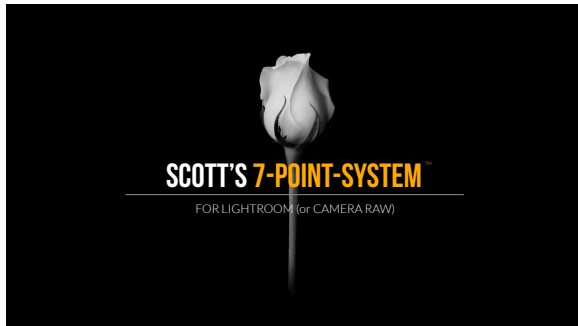
76

It just makes the slide more interesting.



77

The background is the same image blurred in Photoshop.



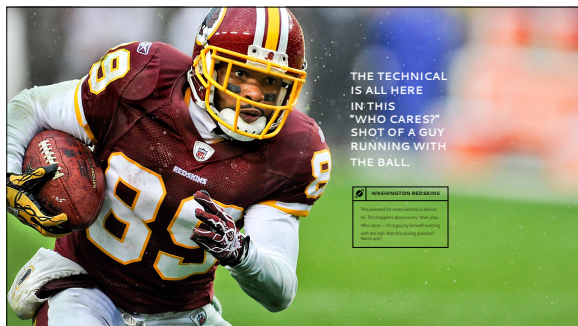
78

Black and white images can add impact.



79

Simple and clean wins.



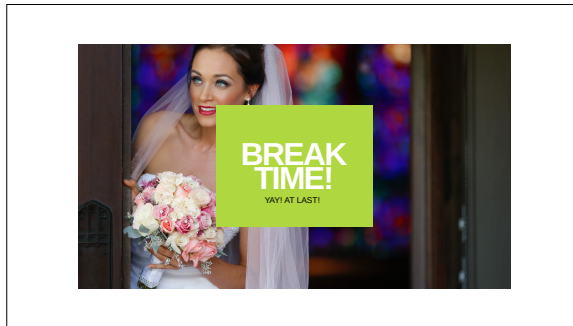
80

A headline with detail below. A bit busy, and wordy, but depending on what you're presenting, it can work.



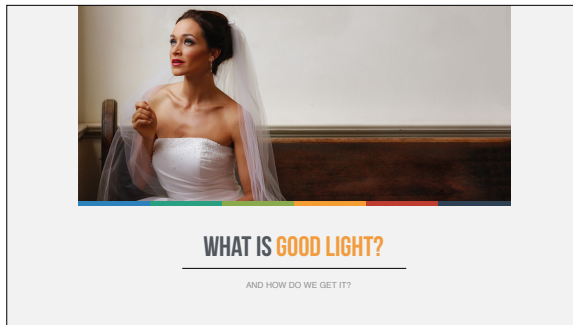
81

Another example, this time with multiple images of the same person.



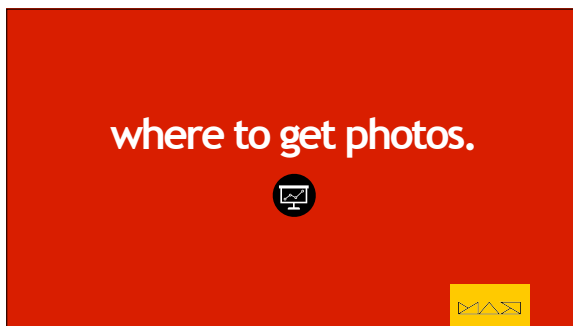
82

It's not really break time yet. Don't get excited. One photo with white lines over it to make it look more interesting. I used this in a seminar talking about wedding photography.



83

Another example from that same seminar.



84

The photos you saw were all my own, but I don't just use my own photos.

stock photos.



85

You can buy inexpensive stock photos. Besides the travel images I just showed from Paris, London, and China (I took those myself); all the rest of the images either: (a) came with the template (like the iPhone photo); are stock photos.

Adobe Stock



86

I buy my stock images from Adobe Stock. There are loads of places (again, Google search) to find low-cost, stock photos like the ones you see me using in my presentation, but Adobe Stock is pretty affordable and has an insane amount of images, and it's integrated right into Photoshop.

creative commons.



87

If you have zero budget for images, there are loads of sites today that offer free legal photo downloads (just do a Google search). You can also use images that are designated as “Creative Commons” which are free images – you just have to give the photographer or artist credit. Again, do a google search and you’ll find

limit transitions.



88

One thing that can really make your presentation look amateurish is to use lots of animated transitions between slides. They don't add – they distract. Keep it simple here too, for a more professional look.

just cuts and dissolves.



89

Use two basic transitions between slides: a Cut and a Dissolve (the same two you see on TV, and in movies again and again). If you want to use an interesting transition between an entire section (like at the beginning of a slide Section), that's fine – just keep using that same transition for all the sections openers.

here's a cut...



90

A cut is basically no transition – you're on one slide, and the next slide just appears.



91

I did a demo of a cut in class and this image appeared as soon as I hit the “next slide” button.

here's a dissolve...



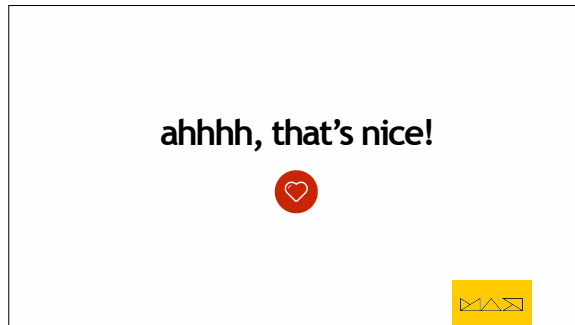
92

A dissolve smoothly blends into the next slide. You can control how long it takes to blend into the next slide.



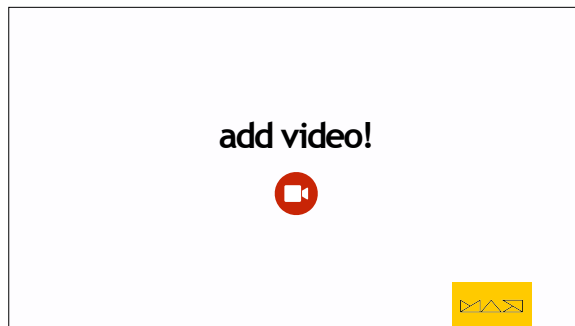
93

It blended slowly into this slide with a 2.5-second dissolve.



94

Much smoother when going from text to a photo and back, but sometimes a cut works best – it just depends on the two slides (you can test them) – but generally I use a .50 (half-second) dissolve as my default for nearly all my slides. It's subtle, professional looking, and never gets in the way of



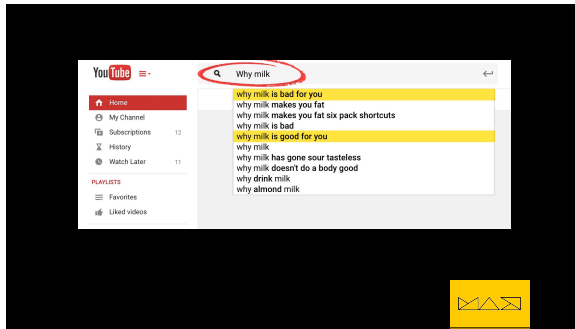
95

If you can add video to your presentation, do it! It really breaks up your entire presentation and it changes the way the brain perceives information so it instantly engages the audience. This re-engages your audience – gives a welcome break, and adds another dimension to your presentation.



96

If you don't have your own video content, you can get video clips from [YouTube.com](https://www.youtube.com). This is a really popular source for videos seen in presentations.



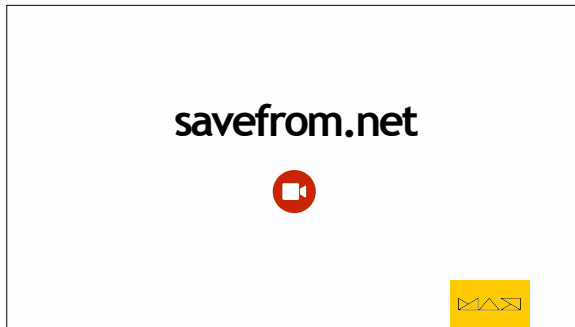
97

It doesn't matter what your topic is, or what angle you're after, there's already a YouTube video on it.



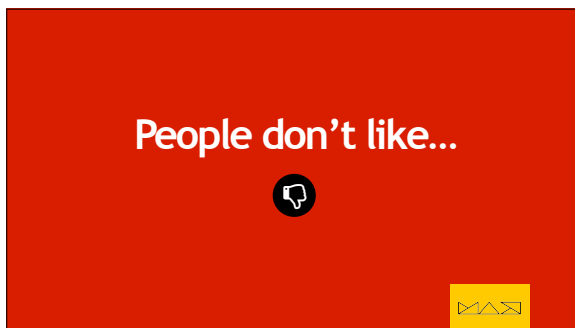
98

Once you find the video you want to use on YouTube, you'll need to download it so you can embed it in your slideshow. You do that on the youtube page for your video. Go up to web address in the bar at the top of your Web browser (the page's URL), and add "ss" before the word "youtube" in the Web address (as seen



99

Then hit enter and it takes you to savefrom.net where you can choose which resolution you want for your saved video. Then you can download it from right there, and then import this youtube video into your slideshow.



100

Here's a few other tips you'll want to know.

staring at the same slide.



101

People get really bored staring at the same slide for a long time. Things that don't change are boring. I've found that having a lot of slides, and having them swapping to the next slide fairly often, keeps the audience engaged and keeps 'screen fatigue' to a minimum. That means making a lot more slides. How

102



102

You've already seen 102 slides so far (and we're not done)

176



103

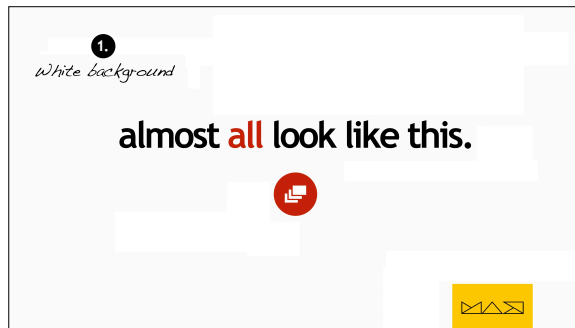
This one-hour presentation will use 176 slides. That's a lot of slides, but it keeps things feeling like they're really moving along (no slide is on screen for more than 30 seconds, and some are only 10 seconds or less). Now, how did I have time to make 176 slides? It was easy – most of the slides are based on the same

almost **all** look like this.



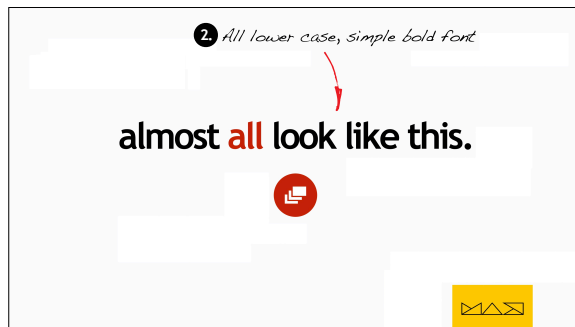
104

Around 95% of my slides look exactly like this one. I just duplicate the slide; change the text, and boom — there's another slide.



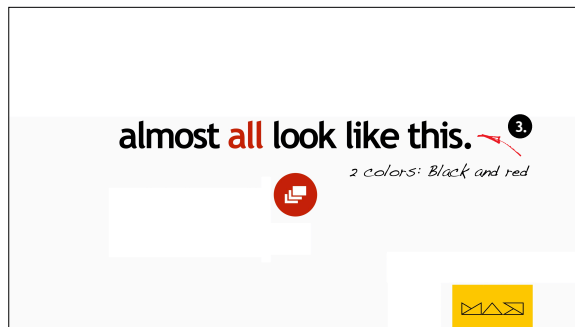
105

It's starts with a simple white background. It doesn't have to be white, it can be black, or a solid color, too, but I usually go with white for maximum readability. I introduce new sections with a solid Red slide with white text.



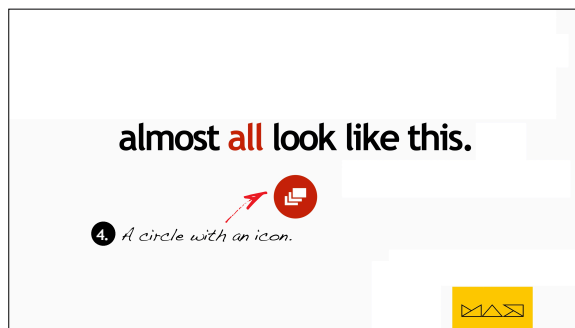
106

Simple bold font (Trebuchet). All lower case.



107

I generally use black text and highlight key words I want the audience to remember in red or a nice eco-looking green.



108

The circle with the icon just makes your page look more interesting and I generally use the icon to help convey the message, or I use it like a hashtag to tell you something.



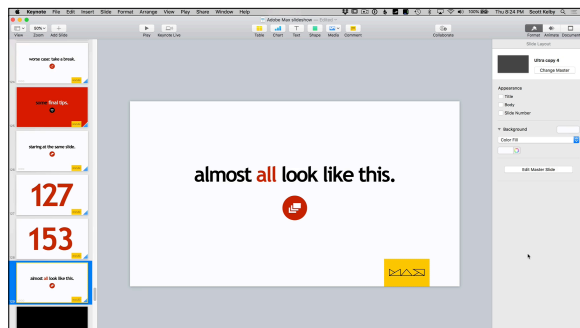
109

I either put the name of the event on each slide, or I put my own logo there, depending on what I want to highlight.



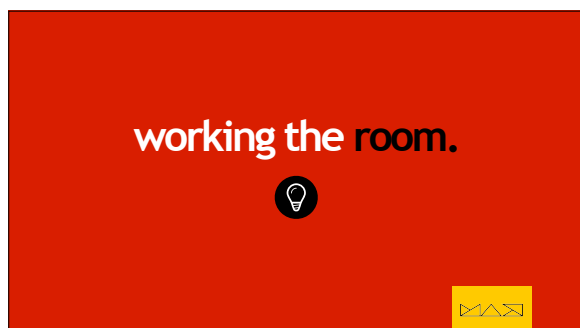
110

Making a bunch of slides is really easy. I just duplicate the slide; change the text, and boom — there's another slide.



111

Here's a video on how fast it is to duplicate a slide and change the text. It's like five seconds. You can make a lot of slides really fast using this technique.



112

Now it's time to deliver your presentation. Here's some tips that will help you work the room to your favor.

don't turn **the lights out.**



113

How are they going to see you – the presenter – if you dim the lights so the slideshow looks better? It's not about the slideshow. It's about you. Yes, you should probably dim the lights a little if you're using a projector. If you're presenting to a TV screen, they're so bright you can probably leave the lights fully on,

headset mic



114

If you have a choice of which type of mic to use, either choose a handheld (sounds best but ties up one of your hands), or a headset mic. My least favorite choice is a Lavalier mic (called a "lav mic"). The problems are many: The worst part is that when you turn your head, the volume drops pretty dramatically (not to mention

project your voice!



115

If you speak on stage like you speak normally, that mic isn't going to do its job — you have to project your voice. How do you do that? Talk like you don't have a mic – talk like you're trying to have everyone hear you without a mic, all the way to those folks in the back of the room. This makes an amazing

crank the volume



116

Why crank the volume? Because audiences don't complain if your mic is too loud – only if it's too low, and more often than not (especially with a lav mic) it's too low. If you have the choice of being too loud, or too soft, always go with too loud. At least, everyone will hear your message.

get away from stuff.



117

One of your goals as a presenter is to connect with your audience – you can't do that behind a podium, or sitting at a table. You don't want anything between you and the people you're trying to connect with. Start right at center stage. Run your slideshow with a wireless controller (Logitech makes a nice one that

walk then pivot.



118

A great technique I use to stay connected with the crowd is to make eye contact with one side of the room (eye contact all throughout your presentation is important – it gives the feel you are talking just to that person), then walk toward the side of the room you're talking to. Once you're there; turn and face the

power of the pause.



119

Anytime something changes, it's good for keeping the audience's attention, and when you want to make a point stick – a point or moment that's really important – just pause. Pause for a few seconds, and then say it. That pause is like “lifting the needle off the record” – it brings the room to attention. It's dramatic. It tells

crank up the drama.



120

This is one you can only use once in a presentation, but you use it, it snaps everybody to attention, and if you couple it with “the pause” you just learned...it's a show stopper. At the right moment, you literally leave the stage, and walk into the audience to make your point. Look right in their eyes. Talk softly. Add a

skip the “he or she”



121

Recent research has shown that saying “he or she” takes the focus away from the message, and it affects overall retention of your message. Just use “he” when talking about groups of people, or an unknown person, even if the group you’re talking about contains both men and women. It’s generally accepted

if you’re having fun...



122

Your audience is somewhat a mirror of you on stage. If you look like you’re having fun, they will be having fun. If you look uncomfortable, they will look uncomfortable. If you’re all serious, they’ll be all serious. If you project fun – if you look like you’re having fun, it’s contagious, and they’ll mirror you. You



presentation clock



123

To make sure you finish your session on time, make sure you have a timer. I use the iPhone app “Presentation Clock” by Shawn Welsh. It’s 99¢ and it’s awesome. When you’ve got plenty of time, the clock appears in green. You can set it to warn you (by turning yellow and/or making an audible alert) when

expect to be nervous



124

I don’t know any pros that step on stage and aren’t at least a little bit nervous. Just ask Mark Twain.

*"There are two types of speakers.
Those that are nervous
and those that are liars."*

MARK TWAIN



125

I've been speaking to large groups since 1993. The first time I taught a class, I had 350+ people in the audience who paid \$99 to be there. I was terrified. Now, 25-years later, and after speaking all over the world, often to crowds of 3000+, I'm still nervous every single time I step on stage. I can tell you with

it keeps you on your **game**



126

The good news is – that nervousness keeps you on your game. It keeps you sharp – it makes you really focus and want to do your best. It's actually a good thing, so embrace it, and know that it will lessen once you get into your presentation, and if it starts going really well, your nervousness will be replaced with

bigger crowds are **easier**.



127

Here's one to help with your nervousness – bigger crowds are much, much easier to present to than small crowds because big crowds are not the least bit embarrassed to laugh out loud, to get involved, to cheer, and to just let loose and enjoy themselves because they're in a big crowd. The smaller the crowd,

how to avoid being
too nervous



128

The key to not being too nervous during your presentation is to know your presentation cold. You've got to know exactly what you're going to say for each slide. Not word-for-word, but that slideshow is your outline – and seeing the slide should trigger what to talk about for that slide. When you know exactly what

the landmine of
presentations.



129

Once your outline is done, and it's nearly time for presentation to begin, here's how to prep for success.

Q&A Time?



130

Should you allow for a live Q&A in your presentation? If there's anything to be really nervous about in your presentation, it's taking an open Q&A because you can quickly undo all the good you have done in the entire rest of your presentation, so don't make this choice lightly. The next slides talk about what you're likely to

stump the speaker.



131

There will be people in the audience who want to show to the rest of the audience that they are smarter than you, and they do that by asking a question they know you don't know the answer to. It happens every time. In fact, they'll usually ask the question and then when you don't know, they'll answer it themselves

many questions aren't



132

Many of the questions you'll get won't be questions at all. They'll be statements – either agreeing with something you said, or taking issue with something you said, or it's just a chance for an audience member to distinguish themselves from the rest of the audience by talking about the high-level clients they

very few will benefit.



133

When you do get a legitimate question, it often will be so specific to that person's particular situation, that the answer will only benefit that one particular person. Very few people benefit in an open Q&A for this very reason. Very rarely does a question get asked that is so broad that everyone learns something.

only a few can ask



134

If you do a 20-minute question and answer session, how many people in your audience will actually get the opportunity to even ask a question? Four? Five? Maybe six if you're lucky, so just a tiny handful in most situations. Q&A questions are rarely ever just a "yes or no" answer – they require a full, often lengthy answer.

not knowing the answer.



135

Even if you're an absolute expert, this is bound to happen from time to time. The worst case is – you get asked a few questions you don't know the answer to, and it erodes your audience's trust and confidence in you (which you had already built up during your presentation). When it happens, don't make up an

if they ask anyway...



136

If you've asked them to hold their questions, but still somebody yells out (they forget, or they're just rude), I jokingly ask them if they were there for the part where I asked everyone to hold their questions and that usually gets a laugh. Then I look to the back of the room and call out "Security! Security! Get this guy

repeat their question.



137

If you do decide to take questions (after all, it is your call as presenter, or it may be required by the event organizer), make absolutely certain to repeat each question to the crowd, before answering it. The person asking the question usually isn't mic'd so you're often the only one who hears the question

when disaster strikes!



138

You're going to need a plan.

count on it happening.



139

Notice, the previous slide didn't say "if disaster strikes" because at some point, it will. If you don't get there plenty early before your presentation, it will happen sooner. Either way, you'll need to be prepared so it doesn't trash your entire presentation.

don't panic.



140

The first and most important thing is, when something goes wrong (your mic goes out; the projector's bulb goes out; your computer crashes; you spill your water all over your outline.), don't panic. You knew this was coming at some point – you were expecting something – so this is it. You're going to



141

Remember – just because something goes wrong, it doesn't put a pause on the presentation. You're on stage – you're presenting – the audience is watching – keep presenting. My wife is a pilot and during her training her instructor kept drilling in her head that if something goes wrong in the cockpit – if there's a

turn it into a win!



142

You can often turn your problem into a big win depending on how you handle the problem in front of the crowd. If you handle it calmly – so calm that you can laugh at the situation, they'll laugh along with you, and if you deal with it like a pro, it can really impress the audience and turn a negative into a big

"it senses fear..."



143

If I have a technical problem (computer crashes, projector goes out, etc.), I use a joke I heard Adobe's own Julieanne Kost use once that gets a laugh and takes some of the tension out of it. I look at the audience and say "I know why that happened. When it sees I have a big crowd, it senses fear and crashes." It

"close your eyes and picture..."



144

When my projector went out during a big presentation in Amsterdam earlier this year, I told the crowd "close your eyes and picture a photo of a city skyline." The crowd literally cracked up, and it gave the AV guy a chance to come up to the stage to check the cables, and it was indeed a loose cable.

have a dollar bill ready.



145

If you do something wrong (for example, sometimes I've talked about something on screen when I don't have my laptop mirrored so they can't see on the projection screens what I'm seeing on my laptop screen) and someone yells out from the crowd "We can't see your laptop" I stop; ask who yelled that out.

pledging an oath.



146

If something goes really badly, maybe you totally messed something up on your own, so it's not a tech problem, or if you forgot something in your laptop bag and have to stop for a few seconds and go get it, here's what I do. I tell them what the problem is, and that going to my laptop bag off stage would be very

go to your outline.



147

If you get lost during your presentation (trust me, it happens), don't be afraid to tell the audience "I want to check my notes real quick, and make sure I didn't leave anything out." You should have your outline right with you on stage (on a desk, somewhere nearby hopefully), and just take a moment to find out where

worse case: take a break.



148

If something catastrophic happens; (your computer won't restart; the projector actually goes down – not just a loose cable – something you realize you can't fix in 30-seconds), it's OK to call for a break. Just tell the audience "This is going to take a little doing, so why don't we take five minutes – stretch your legs –

let's bring it all together.



149

When you're just about done; it often helps to kind of recap – bring all your key points together in a list. Like I'm about to do here – I'm going to recap the top 10 points from my presentation here today. Here we go:

know your **goal**.
write a **paper outline**.



150

Start by writing your outline on paper – don't start making slides in powerpoint. You've got to start on paper. Know what the goal of your presentation really is – have a really clear goal and everything you do in your presentation has to help you reach that goal.

build your slideshow



151

Once you have your written plans laid out, build your slideshow. Remember, Create a super clean, very readable, slideshow with lots of white space (and lots of slides); Use photos any time it makes sense. Use simple transitions between slides (just Cuts and dissolves). Use as few words as possible with just one

“day of” checklist



152

Once your outline is done, and it's nearly time for presentation to begin, here's how to prep for success.

get there **early.**

1.



153

For lots of reasons, but a big one is — to calm your nerves. Being there early, and checking to see that everything is working, calms your nerves. It takes all that stuff off your worry list. Plus, if you rush in right before you're supposed to go on stage, you'll be freaked out because you're not certain that

test everything!

2.



154

Get there early enough to test everything! Make sure your mic works and it's loud enough. Make sure your audio input for your music works. Check your connection to the projector and that the resolution is right, and the project is in focus. Set the stage or room lights to where they're not too dark. Don't leave

start your warmup music

3.



155

If you're there early, and you've checked to make sure everything's working, you're also there early enough to get your music – your warm-up act – up and running before most of your audience arrives.

start right **on time**

4.



156

Don't make any of the 7 deadly sin classic mistakes – these are easy to avoid – and now you know what they are. Start on time —

skip your bio.



157

Don't fall into the trap (one of the seven deadly sins) of trying to prove you deserve or are qualified to be there. Skip the bio – get to convincing folks about the point/goal of your presentation.

tell us **your** story.

5.



158

Don't just share information. This isn't a data dump (you could do that in an email). Tell us your story and make it as personal as possible. Remind the audience about what their problem is (what they wish were different). Then what would fix their problem, and lastly how you (or your firm, or your idea) can fix their

work the room to **connect**.

6.



159

Working the room means staying away from a podium or table; it means using eye contact; it means walking to one side of the room then turning to engage the other side. It means having passion and enthusiasm for what you're teaching because it's contagious and you get that by believing in what you're presenting.

have a **disaster plan**.

7.



160

Know that a problem can and will happen at some point (maybe not this presentation, but it's coming), so having a plan and knowing what to do if something goes off the rails, gives you confidence, a game plan and a calm that only comes from being prepared.

say “and lastly...”



161

And lastly (by the way...studies show that when you announce to the crowd that this is the last thing, their attention climbs big time). These studies show that they're most attentive (1) in the first few minutes of your presentation, and (2) after you say “And lastly” or “In Conclusion.” So save this for your recap or the

walk out music



162

Make sure you have some happy, upbeat walkout music that comes when right when you end (I embed mine right into the last slide).

think “movie credits” music



163

What type of music should you choose? I always think of the songs that play when movie credits roll at the end of a fun movie, like a romantic comedy.



I Want You Back
BY THE JACKSON 5



164

At the end of Guardians of the Galaxy, their Closing Credits song was “I want you back” by the Jackson 5. Awesome, fun, song that everybody knows. Well, they figured even if the audience didn't, it was still an awesome upbeat song that you wind up singing as you walk about the door talking about how great the



Accidentally in Love
BY THE COUNTING CROWS



165

For example, for my workout music I'm playing "Accidentally in Love" from the Counting Crows in my workout slide, which was the workout soundtrack from the movie 'Shrek.'

finish strong.



166

You've got to start strong, and end strong. Finishing strong is important because what you do last is going to be the last thing they remember from your presentation (and what they will say to people who ask "So, what was it about it?") So, what can you do to finish strong?

a short **video...**



167

Or a really strong video that helps make your case, or make your point. If you've been saving a really great video...now's your chance. This is a great way to end.

tell a **compelling**
personal story.



168

This is a great place for a strong personal story that helps you make your case. If it's personal, it will connect.

stories are how **we learn**.



169

Ending your presentation with a story, especially a personal one, is great way to send them out the door reacting. Maybe the music helps inspire them, or helps get them thinking, or just smiling. Stories are how we learn.

thanks for **listening** to mine.





170

Thanks for listening to mine today.

bye for now.



 @scottkelby  @scottkelby  skelby  scottkelby

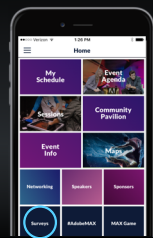


171

Thanks for coming to my class. I hope it helps you make some killer presentations! :)

You can follow me on social (and I hope you will), at:
Twitter @scottkelby, or **Instagram** @scottkelby, and
facebook.com/skelby

Take the SESSION SURVEY on the MAX mobile app



...for your chance to **WIN** one of these e-books from Adobe Press

Every survey you submit enters your name to win the daily grand prize: **Wacom Intuos Pro Medium Tablet**



172

Don't forget to take the session survey. :)

You can follow me on social (and I hope you will), on
Twitter @scottkelby, or **Instagram** @scottkelby, and
Facebook.com/skelby