# On Presenting

# Awesome Products Are Obvious

# 5 Elements of Great Products

1. You know what the product does

2. Easy to see how it fits into your life

3. Users aren't overwhelmed with features (even if there are a lot)

4. Style is one important element of design

5. The product isn't only the object: it's also the words used to describe it, the box it's in, the website, the presentation of it.

# How to:

1. Create the story

2. Determine how to deliver the experience

3. Refine and rehearse

(This info from is from The Presentation Secrets of Steve Jobs, by Carmine Gallo.  Great read - easy and fast and recommended)

# Presenting

1. Plan in analog (don't start with PPT)

2. Answer the one question that matters most ("Why should I care?")

3. Develop a Messianic sense of purpose: Think about people like the Steve Jobs, Larry Ellison, Mark Zuckerberg, Obama, can you think of others?

4. Create Twitter-like headlines "The Worlds Thinnest Laptop"

5. Draw a roadmap (make the argument easy to follow)

6. Introduce the antagonist - evert great story has an enemy

7. Reveal the conquering hero! (Your solution)

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# Planing In Analog

Ignore PowerPoint: think about what you want to show. Visual tools AID in telling the story.

Have a story to tell BEFORE you start making slides

Draw it out on paper (don't have paper? get a napkin - and see if you can explain it to others)

Make the presentation visually interesting

    Dress, images, gestures

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# Messaging

- Up to 3 key messages (no more)

- Use passionate statements! "Today, Apple reinvents the phone!"

- Use metaphors: Steve Jobs said that for many PC users, iTunes is there favorite application for Windows. "It's like giving a glass of ice water to someone in hell."

- Evidence: testimonials, quotations, statistics to back up claims

- Be sure to answer "Why should I care?" - about everything in your presentation, at every step of the delivery

- Develop a passion statement - let the audience know why YOU care about what you're talking about

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# Twitter Like Headlines (short!)

- "The World's Thinnest Notebook"

- "One thousand songs in your pocket"

- "The world's most popular music player made even better"

- "iPhone 3G. Twice as fast at half the price"

- "It give Mac users more reason to love their Macs and PC users more reasons to switch"

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# Draw a roadmap

- 3 is the magic number (Goldilocks encountered 3 bears)
- Chose 3 major benefits of the solution

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# Introduce The Antagonist: Example

VIDEO

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# Deliver the experience

Make every slide simple

Make numbers come alive through context, make the numbers relevant to your audience

> "We have sold 4 million iPhones to date. If you divide 4 million by 2 hundred days, that's 20 thousand iPhones ever day on average".

Use amazingly zippy words "cool" "amazing" "awesome" "stunning"

Use simple words

Physicality: Eye-contact, open stance, hand gestures

Have fun, be present in the moment and passionate

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# Aristotle's outline for persuasive arguments

- Deliver a story that arouses the audience's interest

- Pose a problem that needs to be solved/answered

- Offer a solution for the problem you raised

- Describe a specific action for adopting the course of action in your solution

- State a call to action

# On Telling A Great Story

*How to make your story not suck:*

Be able to answer "So what?"

Be excited about what you make, **while** you make it.

Make something that connects to people intellectually **and** emotionally.

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