



# A Checklist for Better Presentations

Chip Eichelberger, CSP

[Chip@GetSwitchedOn.com](mailto:Chip@GetSwitchedOn.com) – [Chip@GetSwitchedOn.com](http://Chip@GetSwitchedOn.com) – 865 – 300- 2742

What if you really stood out in your communication? What difference could that make in your career? Virtual is here so stay! There is a difference between **presentation and persuasion**. Really engaging others and moving people to action! If you are speaking at your next live or virtual event, this checklist for better virtual presentations will prove valuable and be a major difference maker for you.



- Have a strong **“opening hook”** – get their attention, do not say the normal “good morning” or “hi my name is” - use a startling statement or declaration, a quote, salient statistic, key pain point you discovered, or a story on point to your message > **THEN** get into introducing yourself.
- **Less is more** as you plan your presentation - focus on having **one big idea** you want to get across and 3 key sub-points to substantiate your big idea. Have a clear call to action prepared.



- **Focus on them** – start your presentation with them and their pain points NOT all about you. Clearly show you did your homework and research.
- If you are using visuals, **keep it simple**, no elaborate charts or full pages of text – in general do not read your slides, use **UnSplash.com** for terrific visuals, millions of high-def royalty free pictures that are easily searchable.

- Remember that **stories move hearts and hearts move people** - have compelling stories to get your points across and create buy in. How are people’s lives different now they are working with you? Highlight the differences before, during and after and what is unique about the experience.

- **Engage** – consider creating a **simple handout** that people can follow along with and fill in a few blanks/answer a few questions during your session. Finish with a **CTA** – call to action!

- **Contrast** makes you interesting to listen to and watch – contrast in your voice (volume, inflection, pace) facial expressions, eyes, energy. Remember silence is your friend, pause! I once had someone tell me: “If you pause more the silence would be deafening.” Check out your game film to get better!



- **Deliberate Practice** in advance before you go live! Record it AND review it - focus on what you did well and what must improve. Use this page as a check list. Use the **exaggeration exercise** as you practice. Test pushing yourself to exaggerate the tone, volume and pace of your voice. Get more animated with your facial expressions and your eyes. Where can you use silence more effectively? The goal is to **stretch beyond** how you normally communicate! Once you go to far it is easier to pull it back a little. The key is to **review it** on video so you can **SEE** and **HEAR** the difference!

- **Get Game Film** – Have you seen yourself on video during a real call recently? I thought not. Getting game film AND reviewing it is essential to improve. You need to get **quality feedback** on your actual performance. You can say – “Because I want to listen better, not have to take such copious notes and also get a video I can review later to improve, is it OK if we record this call?”
- **Prepare** – Review your plan, opening hook, your objective and next steps, stories, your call to action, be clear on the names and pronunciation, prepare key questions and the order of the questions put your notes above and directly behind the camera so you do not have to look down.
- **Get Ready** - Before you begin, remember that **motion creates emotion**. It is like getting ready to play a sport or any big moment - your energy is contagious! Get your body ready - do 10 jumping jacks, jump on a rebounder or do some powerful breaths. Getting a morning workout is important and will prepare your body for peak performance. You must create your energy **BEFORE** the call.
- **Hydrate** - Have a cup of tea, room temp or warm water nearby. Never drink cold water it is hard on your throat when presenting.

## Virtual Tips

- **Eye Level** - Elevate your **camera to EYE level** and frame so you can see your torso and hands. Too often you see people with the camera shooting up their nose or up at them. Use some books or a stand if you are using an external camera.
- **PRO TIP** - Look at the **CAMERA LIGHT** not the lower part screen. Look at the TOP of the screen if using a camera on your laptop - you will make much better eye contact and **connect** with the virtual audience.
- **Great sound** – it is essential, do not use the mic on your computer to pick up your voice. I recommend you get a simple external mic – this option is only \$18 and will give you MUCH better sound than your laptop computer.
- Have a **simple background** behind you and NO bright light behind you like a window, add a light like this one to drastically improve how you look on screen. If using backdrop, light it properly, test if using a virtual background and green screen.
- **Sweat the small stuff** – restart computer before an important meeting, any batteries charged, correct mic/camera selected in conferencing platform, power connections secure, Meeting ID and time zone correct, screen share working properly. Wi-Fi signal good, use ethernet when possible.
- **Leverage Video Communication** – I have used BombBomb Video with great success for three years. It is an essential tool in today’s communication environment. Open rate of the video is much higher than a typical email and the tracking feature is a big help.

*Nothing can enhance your career potential more than improving your communication and persuasion skills. Do you want to get better quickly? Do you need a coach?*

**Online Course - Engaged Persuasion – Small Distinctions, Remarkable Results – only \$22.**

# Analytical Persuasion Techniques

*These techniques are valuable when dealing with a customer who you know wants to proceed and is hesitating because of an unfounded fear.*

1. The "**Because**" Frame – the word *because* tends to trigger compliance.
2. The Law of **Contrast** – Compare to something more expensive, saving over 12 months, 3 years, 5 years. Ask –"Compared to what?"
3. The Law of **Reciprocity** – Giving compels people to give back. We are obligated to the future repayment of favors, gifts, invitations and the like.
4. The Law of **Social Proof** – If enough people do it we perceive it as acceptable. People are persuaded more by the action of others than by **ANY** proof we can offer.
5. The Law of **Scarcity** – The less there is the more we want it. Potential loss plays a large role in human decision making.
6. The Law of **Commitment and Consistency** – Small yes's you get add up to the big yes. We have the desire to remain consistent with past decisions.
7. Principle of **Credibility** – Perceived knowledge and expertise, trust make you credible.
8. Principle of **Authority** – We often comply with authority figures and people who show superior knowledge on a subject.
9. Principle of **Liking** – We prefer to say yes to requests of someone we know and like. Looking sharp, dress like your prospects and use well placed sincere compliments.
10. **Double Binds** – Creating the illusion of choice, with the same outcome. I would like to schedule an appointment with you or just jot down a time we can get together.

For a greater explanation of these skills see **INFLUENCE**  
- *The Psychology of Persuasion* – by Robert Cialdini.

