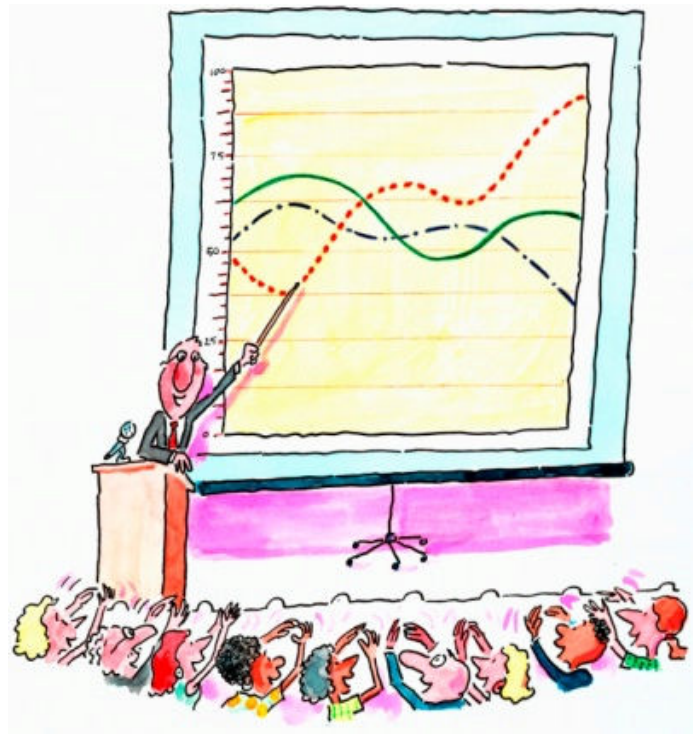


# Fear to Fabulous

## Presentation Workbook Guide

### *5 Steps to Preparing a Great Presentation*



**By Jacki Rose**

# **Fear to Fabulous**

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### ***5 Steps to Preparing a Great Presentation***

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# **Fear to Fabulous**

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**Speak Like a Pro and Your Business Will Grow**  
***Prepare Like a Pro and Your Presentations will Flow***

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To get great results from your presentations you need to have a great presentation. The only way to have a great presentation is to prepare for it. This workbook is a guide to help you prepare in an easy and effective way. All you need to do is follow the step by step format.

The steps are to be used as a guide. It is recommended to go through all of the steps, but if you can only do a few of them, then go for it. A few is better than none and every step will be an improvement. The more you implement the steps, the easier it will be to do more of the steps and to keep using them for every presentation.

### ***The Steps...***

- Step 1 Create Your Presentation
- Step 2 Rehearse Your Presentation
- Step 3 Set Yourself Up For Success
- Step 4 Create a Successful Environment
- Step 5 Handle Question and Answers

There are brief examples listed in each step. For more examples and for techniques on how to deliver a great presentation, refer to the book - "11 Steps to Powerful Public Speaking," visit the "Presentation Tips" section on my website [www.JackiRose.com](http://www.JackiRose.com) and check out my other books listed below.

### ***Books by Jacki Rose***

- *Fear to Fabulous*
- *100 Public Speaking Tips*
- *Take Your Life & Love It!*
- *Take The Stage & Love It!*
- *11 Steps to Powerful Public Speaking*

### ***You can get Jacki in person...***

- ◆ Corporate Training Programs
- ◆ Private and Small Group Coaching
- ◆ Speaker for Meetings and Conventions

*Details on these programs can be found at: **www.JackiRose.com***

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## Step One \* Create the Presentation

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### Why Are You Giving This Presentation?

Decide what the goal/purpose of your presentation is and what you want to happen as a result of giving this presentation. Write it out. You can use the pages in this workbook, a separate notebook, or your computer. What do you want your audience to do as a result of this presentation? (i.e. feel motivated, take action, learn something, do business with you, etc.) What else do you want to happen? You can have more than one goal or desired outcome for each presentation. Just be sure to write them all down

*Example:* If you were to give a sales presentation on investing, your goals may be:

- ◆ To educate your audience in specific ways of investing.
- ◆ To show them the importance and benefits of investing.
- ◆ To do business with you and become your client.

### What Does Your Audience Need To Know?

Write down the most important items your audience needs to know in order to achieve the goals and desired outcomes of your presentation. Jot them down in bullet point style. Include what the benefits are to them. Include anything else you think they should know: What your service/product has done for others, accomplishments and credentials of the company and yourself, what could happen to them if they do not buy-in to what you are presenting (i.e. If you don't invest you may not have any money for retirement).

*Example:* If I were to give a presentation on selling my coaching services, the audience would need to know what a coaching session would do for them. I may jot down the following:

Benefits from a Coaching Session:

- ◆ Having the skills and knowledge to create a great presentation.
- ◆ Will be able to make an impact on their audience and get great results from their presentations.
- ◆ Will feel more confident, less nervous, and a lot more excited about presenting in public.

### Prove Your Point with Stories, Examples, and Analogies.

Stories, examples, and analogies are what will get your audience to understand your message, evoke emotion, and take action. Stories, examples, and analogies prove your points.

*Example:* After one session with a new client, she gave the best speech of her life and got several new clients out of it. She said that never would have happened if she didn't learn what to do.

*Analogy:* Public speaking is a lot like biking across the country. It can be scary at first, there is a lot of preparation involved, and many challenges along the way. But when you do the preparation and take on the challenges you not only are able to take on even bigger challenges, but you are a much stronger presenter. Just as if you were to bike across the country, like I did, you would be a much stronger cyclist.

*Story:* Several years ago I ran a social club. One night I had a big event and it was my job to get up and welcome everyone and explain how the evening was going to go. My heart started pounding extremely fast, my head was pounding along with the heart, and I couldn't see anyone, it was all a blur. I began to speak and my voice squeaked. It was then that I realized I needed to get over my fear of public speaking and learn how to present like a pro. It only took seven years later to actually do something about it.

## Write Out Your Entire Presentation

This part may or may not be new to you, but I cannot stress enough how crucial it is. If this is hard for you, I promise, it will get easier and it will be worth it. First you will put your items and examples in an outline format and then you will write out what you are going to say about everything you wrote down.

A. Organize your items and create an outline using this format:

- ◆ What: Mention the item – what is it you want your audience to do or know?
- ◆ Why: Tell them what the benefit of this item is to them. Why should they do or know this?
- ◆ When: Give a real life example of this item when it benefited somebody else. This is your proof.

Example of a Real Estate Agent trying to sell a house:

- ◆ What: One of the main features of this house is the finished basement with a playroom.
- ◆ Benefit: Your children will have a place to play without messing up the rest of the house.
- ◆ Example: The previous owners said it was the best part of the house, especially on rainy days when the kids couldn't go out and play. The kids were never bored and they stayed away from watching TV because they had this wonderful play room to occupy their time with.

B. After doing this for every item you are going to mention, go back and write out word for word what you are going to say about each point. Include the what, benefit, and example. EVERYTHING!

*Save a copy of your outline to use as your notes later on. I suggest using the "save as" tool in your computer to create a copy of the outline document and use that as the beginning of your script.*

Just because you are writing or typing out everything you are going to say word for word, doesn't mean you must present exactly what you wrote. You MUST go through this process in order to deliver a great presentation. Do not worry about the length or the wording. Just write it out as a rough draft. This is your first draft and your first draft will be longer than necessary.

## Revise Your Presentation To Make It Shorter

Most likely you have way too much information for your audience and need to shorten it. Go through your script and take out unnecessary information, while remaining focused on the purpose of the presentation. Go through your entire presentation again find areas where you can say the same thing in fewer words (example below). You can either mark up the one you wrote in this book or type up your presentation in your computer and then do the editing.

*Example: Here is an example of revising the analogy (on the previous page) to be shorter.*

Public Speaking is like biking across the country. It's scary, there's preparation, and even challenges, but you end up being much stronger.

## Where And How Can You Add Humor?

Look over your entire presentation and see where you can add some humor. It doesn't have to be rolling on the floor laughter humor, just something that will keep your audience engaged, entertained and an opportunity to smile or even chuckle. If it's appropriate and you can do it, then go for the rolling on the floor laughter. Everyone loves to laugh! If you say something that you think is funny, but they do not laugh, just let it go and move on.

*Example: As you can see from these figures, we no longer have to borrow money from the bank. I wish I could say the same for my kid who is away in college.*

**Note:** Write your presentation as if you are having a conversation with someone, not as if you are writing an essay, book, or article.

## Write a Strong Opening

What will grab their attention and get them interested in you and your subject matter right away? Ask a question, tell a story, give an analogy, etc. If you can say something that will make them smile, chuckle, or laugh this breaks the ice, makes everyone feel comfortable, and gets them in a good frame of mind to hear your presentation. Include the purpose of your presentation and let your audience know what your key message is and why it's important to them.

*Example:* Did you know that the number one fear among us today is the fear of public speaking? That means most people would rather swim with the sharks, bake with the snakes, and even go to the dentist for a root canal than speak in public. Today you will learn some powerful tips on how to get over your fears, appear more confident, and give a dynamic presentation so that you can get great results every time you speak in public.

## Write a Compelling Closing

What do you want your audience to remember most? What do you want them to do? You can close with a story that hones your message, a powerful example, or a simple statement.

*Example:* Use these skills I've shared with you today, take your public speaking to the next level, and go out and get the results you want from all of your presentations!

**Note:** Write your opening and closing after you write your entire presentation.

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## PowerPoint Slides

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If you do not use PowerPoint now there is probably no reason for you to start, so you can ignore this section. If you are using PowerPoint here are a few suggestions to make it more effective.

- ◆ Make sure you are using it for your clients and not for your notes. You have great notes now – your outline you created.
- ◆ If your slide contains text only, substitute it for an image. Your audience will understand more if they can see it rather than read it.
- ◆ If you have a slide with text and images, see if you can make the image bigger and shorten your text or remove the text altogether.
- ◆ If you have slides with text that you feel you must keep, make the text shorter. Look at the sentence and ask yourself, “if my audience has time to only read one word or phrase from this sentence, what would it be?” Leave that in and remove the rest. It could be a number, statistic, name, etc. Example: If this was a bullet on a slide, I would just have the phrase: “Shorten Text” and I would take out the rest, but will use it as my notes and tell the audience what I mean by that.
- ◆ Have a great opening slide that will engage your audience – not your company name. It should have something to do with your desired outcome of the program and the benefit to your audience. An image of what that benefit looks like.
- ◆ Have a dynamic closing slide – not your company name. What do you want them to remember most? Send them away with impact.

If you use the preparation steps in this workbook, you will not need any PowerPoint slides with text. You will know your presentation so well that you will just be able to communicate that to your audience. This is crucial in getting the right message across, because text on a slide has no feeling or emotion. But when you speak, your vocal tone will let your audience know how to react towards what you are saying. If you want them to be impressed, sound impressed. If you want them to feel excited, sound excited. Your slides cannot do this. Emotion is what causes people to act not to mention stay alert during your entire presentation.

**Note:** Jacki does phone sessions and can help you enhance your PowerPoint presentations.

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## Step Two \* Rehearse Your Presentation

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### **Type Your Presentation - Print It Out**

Having a clean script typed up will make it easy to read it out loud with ease and begin making necessary revisions and enhancements.

### **Read Out Loud - Hold a Pen**

While you rehearse your presentation out loud, you need to have a pen handy because you will discover revisions while presenting. You may want to say something differently, you may come up with new ideas, and you may even cut more stuff out.

### **Revise & Print Again**

Edit your script to include your revisions from your rehearsal and print out a fresh copy of your presentation.

### **Rehearse Out Loud Again (still with a pen)**

Rehearse your presentation out loud as often as possible. You can also review your presentation by reading and becoming familiar with it. Be sure you know your presentation extremely well. The more you know your material, the more confident you will be, and the more impact you will have. Repeat above as necessary.

### **Repeat Items Above as Necessary**

Rehearse, revise, rehearse, revise, rehearse, rehearse, rehearse!

### **Memorize Your Opening & Your Closing**

By memorizing your opening you can start your presentation strong, get your audience interested immediately, and continue strong throughout your entire presentation.

By memorizing your closing, you will be able to send them away in action mode and with impact.

By knowing the rest of your presentation so well, you will be able to connect with your audience, present with total confidence, and use your notes to remind you of what you want and need to say.

### **Do a Dress Rehearsal**

Do not give your performance without a dress rehearsal. Give it to another audience first. This can be your friends, peers, or a small audience that you feel comfortable with. If you are scheduled to give a big presentation at a conference you may want to present it first at a Rotary or Toastmasters Club.

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## Step Three \* Set Yourself Up For Success

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### Write Your Introduction

Get properly introduced. Type it up in large print, no more than one page long (30-60 seconds) and give it to your contact person to introduce you. The more your audience knows about you and your credentials, the more receptive they will be to your presentation. What should they know about you? What is your experience, accomplishments, etc? And, what is your audience going to get out of the presentation? Mention something personal too so they can get to know who you are.

*Example:* Jacki Rose is the author of three books on public speaking. She has helped hundreds of business professionals become great presenters. In addition to public speaking she also has a passion for biking. In 1997 she actually biked across the country and her butt still hurts. Today Jacki Rose is going to show you some powerful techniques that will make your next presentation much more effective. Please help me welcome, Jacki Rose.

### How Do You Want To Present And Be Perceived?

Do you want to appear confident, dynamic, and engaging? Do you want to appear knowledgeable, sincere, and trustworthy? Write down how you want your audience to perceive you. Once you write it down, visualize it happening. Visualize yourself presenting with confidence, engaging your audience, and getting the results you want. Imagine it, see it, and make it happen.

*Example:* My audience sees me as an expert in my industry who they can trust. I appear confident, dynamic, and engaging. I am able to connect with the audience, remain in control of the flow of the presentation, and increase the energy in the room. I see them all enjoying my presentation and I feel myself having a great time! Public speaking is fun!

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**Imagine It, See It, And Make It Happen!**

**PUBLIC SPEAKING IS FUN!!!**

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## Step Four \* Create a Successful Environment

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### Get to Know Your Audience Prior to Your Presentation

- ◆ Preview the company's website. Look up staff members. Search online networking sites like Linked-In.
- ◆ Have a phone conversation with your contact to better understand your audience and desired outcomes.
- ◆ Send an email to all attendees asking them to click reply to answer a few questions.

### Get Comfortable with Your Speaking Space

- ◆ Arrive early. Know where you are going and allow plenty of time to get there.
- ◆ Pre-set your materials/handouts and any equipment. Be ready when the first person walks in the door.
- ◆ Stand where you will be presenting, get comfortable and familiar with the surroundings, and visualize your audience reacting positively to your presentation.

### Be the Host of the Party

- ◆ Greet people as they come in and they will start to like you immediately.
- ◆ Put them at ease by engaging in small talk with them.
- ◆ Ask questions regarding the topic of your presentation. This will help you connect with your audience more and become more familiar with them before getting up to present. Because I speak on public speaking, I usually ask them what type of presenting they do and if they have any presentations coming up?

### Room Set Up

- ◆ Set the room where people can see each other. This increases energy in the room and creates a safe, comfortable environment that will encourage more participation. (i.e. If it's classroom style, set it chevron style. If it's theatre style, set it semi-circle style where people can see each other. U-shape, semi circle, round tables, and conference style are all good.
- ◆ Avoid straight rows of chairs and tables – which is very common
- ◆ Screen off to the side if possible
- ◆ Try not to have any barriers between you and the audience, such as a table. Do not present behind a table or podium. Speak up close and personal to your audience.

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## Step Five \* Know How to Handle Questions and Answers

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### Get Them to Ask

- ◆ “Who has the first question?” “What are your questions?” “I am now ready to answer your questions.” This is better than saying: “Are there any questions.”
- ◆ Ask and wait a long time. Give your audience time to collect their thoughts and gain the courage to ask.
- ◆ Throw out a possible question: “Who would like to know how such and such works?”

### How to Answer

- ◆ With a big huge KISS: Keep it Short, Simple, and Succinct!
- ◆ Repeat the question for clarity and to engage the entire audience in the question.
- ◆ Include the entire audience as if the person who asked is a representative for your audience and everyone wants to know the answer.
- ◆ Stay center in front of the room. Avoid walking towards that person or speaking only to the person who asked.

### Why Questions Are Important

- ◆ Gives you an opportunity to clear any confusion up or add something you may have forgotten.
- ◆ You need to give your audience what they need, but you won't know what they need unless they ask you.
- ◆ You may get a testimonial or someone may agree with what you are presenting. This helps to get buy-in from the rest.

### How to Make Time for Questions

- ◆ Prepare your entire presentation in advance and time it. Use word count tool. \*see below
- ◆ Know what time you need to end your presentation and determine the time you need to start the Q&A segment.
- ◆ Have questions and answers during your entire presentation, but be sure to keep your presentation moving along.
- ◆ Do not end with questions. Have a powerful closing statement after Q&A.

### Dealing with Difficult People

- ◆ Acknowledge their statement, question, or complaint and their emotion respectfully.
- ◆ Give them a reason to be more flexible and open to the concern at hand.
- ◆ If it's not too much of a risk, ask the rest of the audience their opinion and then move on quickly.
- ◆ Answer briefly then say “next question.”

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**Your closing comes after questions and answers.**

**Do not end your presentation with Q&A.**

**Have a powerful closing that will leave your audience with great impact.**

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To determine how fast you speak per minute. Pull up something on your computer in “word”, set your timer for 1 minute, read out loud at your normal speaking pace. When the timer goes off, note where you read to, highlight the entire section you read, click on the “Tools” tab then click on “Word Count”. You now know your approximate word count. When you write out your entire presentation, divide the number of total words by your word count and get an approximate time of how long your presentation will take. For example: If your word count is 150 per minute and your presentation is 1500 words, your presentation is approximately 10 minutes. Be sure to add time for questions, any group activities, etc.

# ***Presentation***

## ***#1***







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**Write Out Your Entire Presentation – Part A.** Start with creating your outline.

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Point 1 \_\_\_\_\_

\_\_\_\_\_

Benefit to Audience \_\_\_\_\_

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Example (or story or analogy) \_\_\_\_\_

\_\_\_\_\_

Point 2 \_\_\_\_\_

\_\_\_\_\_

Benefit to Audience \_\_\_\_\_

\_\_\_\_\_

Example (or story or analogy) \_\_\_\_\_

\_\_\_\_\_

Point 3 \_\_\_\_\_

\_\_\_\_\_

Benefit to Audience \_\_\_\_\_

\_\_\_\_\_

Example (or story or analogy) \_\_\_\_\_

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Point 4 \_\_\_\_\_  
\_\_\_\_\_

Benefit to Audience \_\_\_\_\_  
\_\_\_\_\_

Example (or story or analogy) \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

Point 5 \_\_\_\_\_  
\_\_\_\_\_

Benefit to Audience \_\_\_\_\_  
\_\_\_\_\_

Example (or story or analogy) \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

Point 6 \_\_\_\_\_  
\_\_\_\_\_

Benefit to Audience \_\_\_\_\_  
\_\_\_\_\_

Example (or story or analogy) \_\_\_\_\_  
\_\_\_\_\_

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*For more points, use a separate notebook.*





















## Step Four \* Create a Successful Environment

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If possible request your room set up. What will you request? \_\_\_\_\_

If not possible, ask how the room will be set up: \_\_\_\_\_

How many people will be in your audience? \_\_\_\_\_

Who will be in your audience? \_\_\_\_\_

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What will you do to connect with them prior to the meeting?

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What will you do to find out information about your audience?

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What time can you get into the room?

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What materials are you bringing?

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What materials will you be pre-setting?

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What questions can you ask your audience while greeting them to get to know them better in regards to your presentation?

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## Step Five \* Questions and Answers

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How much time are you going to plan for the Q&A portion of your presentation? \_\_\_\_\_

What time do you need to begin taking questions in order to allow enough time? \_\_\_\_\_

What questions do you think your audience may ask or want answers to?

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What questions have come up (or could come up) in the past that you had trouble answering?

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**Don't forget to have a powerful closing after Q&A!**

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Great presentations produce great results. You now have the tools to create a great presentation. But, a great presentation needs two things to be great: Great Content + Great Delivery. When you deliver your great presentation...

**...present with confidence and charisma and it will be  
FABULOUS!**

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