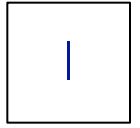


10 RULES for PRESENTATIONS

by Matthew Homann
the [non]billable hour

10 RULES for PRESENTATIONS



The greatest gift you can give your audience is a passion for your material. If you don't care for it, they won't care for you.

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2

Your audience's attention is a lot like your virginity. You only get to lose it once.

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3

PowerPoint is always optional. A bad speech doesn't improve when accompanied by slides in a dark room.

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4

If PowerPoint makes it easy to do, you probably shouldn't do it. Avoid bullet points, clip art and cheesy animated transitions at all cost.

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5

The number of words on a slide is inversely proportional to the attention your audience will pay to them.

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6

Your slides are not your script. The purpose of PowerPoint is to help others understand your material, not to help you remember it.

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7

Never read your slides. When you do, it suggests to your audience you think they're incapable of doing so themselves.

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8

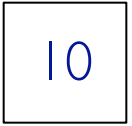
The average person remembers just three things from your presentation. Great speakers make certain everyone remembers the same three things.

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Unless your presentation tells a story, the audience won't care about the ending. They'll just pray for it.

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Never underestimate the impact a great presentation can have on your audience or your career. Being well prepared serves both of them well.

About Matthew Homann



[Matthew Homann](#) is the founder of LexThink and the author of the [non]billable hour blog. He writes, speaks and hosts retreats and conferences to help lawyers serve clients better and make more money.

These rules originally appeared on Matthew's blog, [the \[non\]billable hour](#).

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