



PowerPoint Planner

What (5) issues does my audience care about the most? (In Order of Importance)	How do I, my expertise, or my offering address this?	How do I make that SExSI? (Stories, Examples, Statistics, Interaction)
1.		
2.		
3.		
4.		
5.		

Is there an all-encompassing theme or story that relates to all of these issues?

What are the images, words or numbers that will represent these ideas?

<p>Cover Slide with Contact Information</p>	<p>Be Bold</p>	<p>Show Understanding of Issue 1</p>	<p>Provide Solution to Issue 1</p>	<p>Address Issue 2</p>
<p>Address Issue 3</p>	<p>Address Issue 4</p>	<p>Address Issue 5</p>	<p>Be Gone. Recap and Conclusion</p>	<p>Closing Slide with Contact Information</p>

Guidelines:

10/20/30 Rule

No more than 10 slides. (20 minutes)
No more than 20 words per slide.
No font smaller than 30 point.

Typeface Duality

No more than 2 typefaces in the entire presentation.
Use starkly contrasting colors.

Formatting Suggestions:

- Think of your slides as billboards, could you read it a 60MPH?**
- Focus each slide on the key point.**
- Can you use fewer words?**
- Use consistently themed imagery.**
- Are you creating a slide or a “slocument”?**
- If you need a teleprompter, use notes or Notes.**