

## ADDITIONAL RESOURCES FOR “DODGING THE BULLET POINTS”

Here are EXTRA tips that I have found work for me.

1. Here is a tip that I recently discovered. Use affirmations to prepare yourself for a great presentation. Write down affirmations such as “I am looking forward to this presentation today. I have good information that I want to share with my audience. I know my audience needs this information.” Say affirmations such as this to yourself to focus your mind on improving your audience’s condition. I find that using affirmations relaxes me before the presentation.
2. Carefully observe speakers who you find to be effective communicators. When you see someone who is making a great presentation, take very careful notes of what they are doing right. I recently saw a presenter put a photograph of a Dollar bill on the area under a Sales Graph to show the increase in sales. There was no doubt about the message that the slide conveyed.
3. Create handouts customized to your presentation, for that audience, on that day. Make tipsheets or bookmarks for your audience to take home with them. These should have your contact information on the bottom of both sides, and contain a few key points of what your speech is about.