

Tips and Tricks for a Successful Persuasive Presentation

While constructing your presentation remember these techniques to help you win over your audience.

SkillBrief

- **Gain their attention and interest** - Try a quote. Try humor. Shock or startle your audience. For example choose something accurate to say, like, *"Before this speech is finished, 5 employees will have lost jobs in the new depression."* Try a direct question like, *"What sort of internet addict are you?"* Stress a key word or symbol and get a conversation started about the symbolic meaning of the logo.
- **Try humor** depending on the overall purpose of the presentation. Old editions of Reader's Digest are great sources since the material is clean and people will probably have forgotten the jokes.
- **Establish your credibility early** - be knowledgeable and accurate; identify your sources and quotes.
- **Make direct contact with audience** - why does your issue matter? Give analysis of your issue to develop audience understanding.
- **Preview main points** - Solutions shouldn't emerge until about half-way through your speech to avoid having your plan pre-judged before your audience has all of the facts.
- **Create an emotional connection.** Your audience must feel involved with the problem before they'll be moved to accept a solution.
- **Move smoothly between ideas** - practice with a friend to make sure your presentation flows well and makes sense.
- **Demonstrate enthusiasm and passion** for your issue.
- **Provoke thoughtful questions.**
- **Construct a logical case** with evidence in support of what you're trying to sell.
- **Close with a memorable summary** - Be clear, firm and serious in your closing statements.