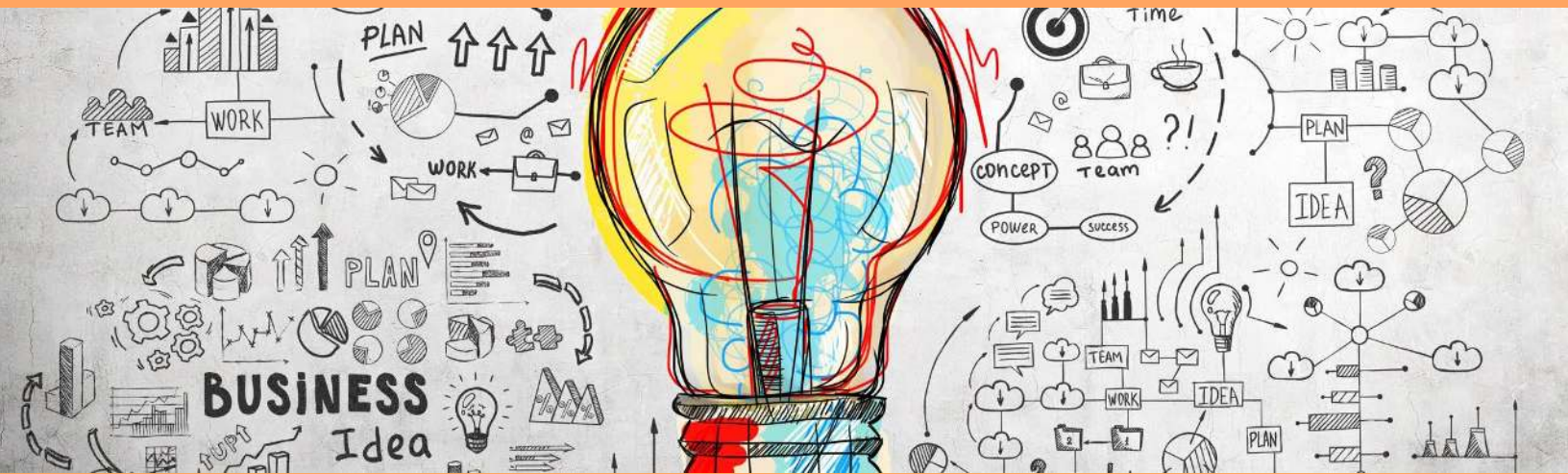


The Art of Presenting

Creating an Engaging PowerPoint



Matthew Metzger

My Other Works

More of my materials, both for sale and free resources can be found at my website: [Metzger's Resources](#)

Transformative Training

Training Customers and Staff to excel at what they do.



Title Page & Copyright

The Art of Publishing, Creating an Engaging PowerPoint by Matt
Metzger

Self Published

15256 Roedean Dr., Noblesville, IN 46060

[Http://www.Matt.Metzger.com](http://www.Matt.Metzger.com)

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For permissions contact: Matt@MattMetzger.com and/or 517-449-9283

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Who I Am and Why I Wrote This Book

This book is basically my expertise statement.

I wanted to share it with the world. So yes, at certain points in this book I AM going to give you the option to book a call with me and get a deeper look into your problem and accordingly get a deeper, customized solution.

But that's not the MAIN goal of this book. Let me paraphrase that: this IS a book meant to solve your problem.

Not a self-promotional piece. You see, I believe there's no better way to promote my expertise and generate new customers than to provide REAL, fail-proof, hard-nosed solutions to xyz.

Then, once you see what this solution can do for you, once you experience it first hand, you may be inclined to recommend this book, my products and services to other people.

Or maybe AFTER experiencing the solution, you'd like to take your results even further by working with me in person. But again - that is NOT the purpose of this book.

If it was, I believe I shouldn't expect anything other than negative reviews.



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Who is this Book for?

Do you use PowerPoint to demonstrate and or teach customers about your product or service?

Are you often cramped for time and having difficulty getting your message across to your customer in the time you are given?

Does it seem like you've tried every solution available out there? Every presentation course? Self-help book? And YouTube video but with little to no results?

Looking for a quick fix to presentations already prepared?

If you answered yes to any of the questions above, then, my friend, this book is meant for you.

On the other hand, if you're not open to examining your present approach without emotional attachment and setting aside past trials and failures. Then this is probably not your book.

Still with me?

Great...on the pages to follow, I am going to show you step by step how to present to your customers so they understand what you and your product and services can provide...and to do it with just a few tried and true concepts.



My Promise To You

I get it. As a busy professional, you've got too many irons in the fire. You're crunched for time. You can't afford to spend even as little as 4-5 hours mastering any software. At least NOT unless you're 100% sure that the time and effort you put into it will turn back more time, save you more money or make you more money in return.

But if you feel like spending half an hour of your time going over a short, 28-page eBook that shows you exactly how to save BOTH time AND a small fortune... is worth your attention, I promise you this:

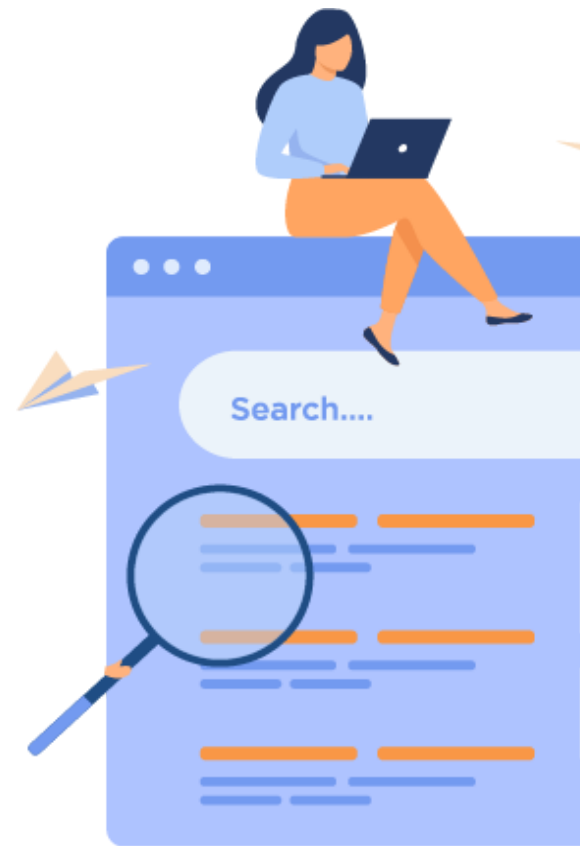
By the time you finish this short book — you will know specifically HOW to improve your presentations so your customers remember key areas and are ready to take action.

Now, you may be thinking. OK. The book is short, but how much time is it ACTUALLY going to take to master these key elements for use in PowerPoint?

Well, my friend, how much time does it take to master the use of a nail and hammer once you see how to use it?

90% of the tools, techniques and features I uncover in this training can be mastered... well, right as you read about them in this eBook. The other 10% will be taking just one of your present PowerPoint presentations and applying a few key elements to make them, oh so much better for you and your customers when they see it.

So, I'm fairly comfortable to say - in very little time at all.



My Bonus gifts to you

If you email me proof you purchased this book, I'll send you an ***Art of Presenting*** checklist and an **Ideal PowerPoint Layout Template**.

The checklist is only a reminder of each part of the ***Art of Presenting***. The **Ideal PowerPoint Template** is a fantastic outline for presenting to your customers.

You still want to read every word of this short yet powerful book because the checklist won't make much sense to you unless you consume everything I share in this brief eBook you can easily read in a single sitting.

To get your checklist and template visit MattMetzger.com/bonus

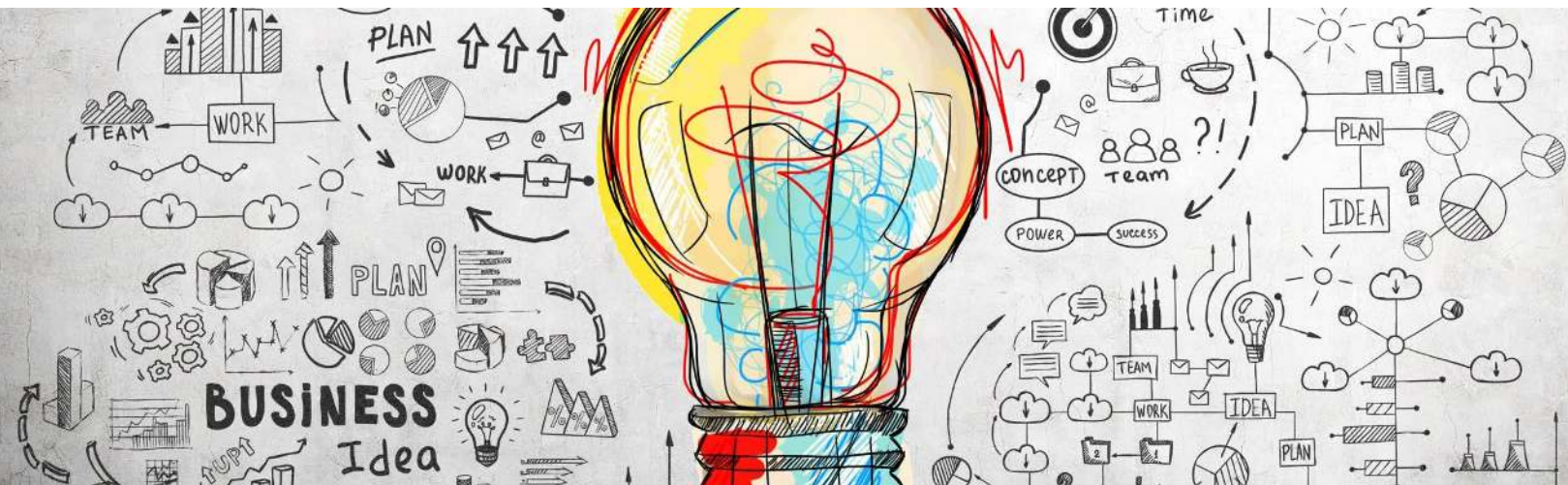
I'll also send you my other checklists as they become available and you can of course opt out of my list at any time.



Introduction

"The Art of Presenting: Crafting Engaging PowerPoints"

Today, we'll explore the best practices and techniques for creating presentations that capture and hold the attention of your audience





Understanding Your Audience

- Who is your target audience?
- What are their needs, interests, and expectations?
- How can you tailor your presentation to meet those needs?

Understanding cont.



Understanding your target audience is an important part of creating engaging PowerPoint presentations. The more you know about your audience, the better equipped you are to tailor your presentation to meet their needs and expectations. Here are a few key aspects to consider when understanding your target audience:

- **Demographics:** Knowing the basic demographic information about your audience can help you tailor your presentation to their needs and preferences. Consider factors such as age, gender, educational background, and cultural background.
- **Needs and Interests:** Understanding what your audience is interested in and what their needs are will help you craft your presentation in a way that is relevant and engaging. This might involve researching their industry, job roles, or other interests.

Understanding cont.

- **Knowledge and Experience:**

- Consider the level of knowledge and experience that your audience has with the topic you're presenting on.
- This will help you tailor the content and delivery of your presentation to match their level of understanding.



- **Expectations:**

- Understanding what your audience is expecting from your presentation is important in setting their expectations and ensuring they walk away satisfied.
- Consider factors such as the reason they're attending the presentation, what they hope to learn or gain from it, and any specific goals or objectives they have.
- By taking the time to understand your target audience, you can create a presentation that is both relevant and engaging, and that resonates with your audience in a meaningful way.

Know Your Message

What is the main message you want to convey?



How can you simplify and distill that message into a clear and concise statement?

Know your message cont.

Knowing your message is a crucial step in creating an engaging PowerPoint presentation.

The message is the central idea or theme that you want to convey to your audience, and it should be clear, concise, and easy to understand. Here are a few tips on how to know your message:



- **Identify the main idea:** Start by thinking about what you want to say, and what information is most important for your audience to understand. Try to distill your message down to a single sentence or phrase.
- **Be concise:** Keep your message short and simple. Avoid using complex language or technical terms that your audience may not understand.
- **Stay focused:** Make sure your presentation stays focused on your message and avoid including information that is not relevant or necessary.

Know your message cont.

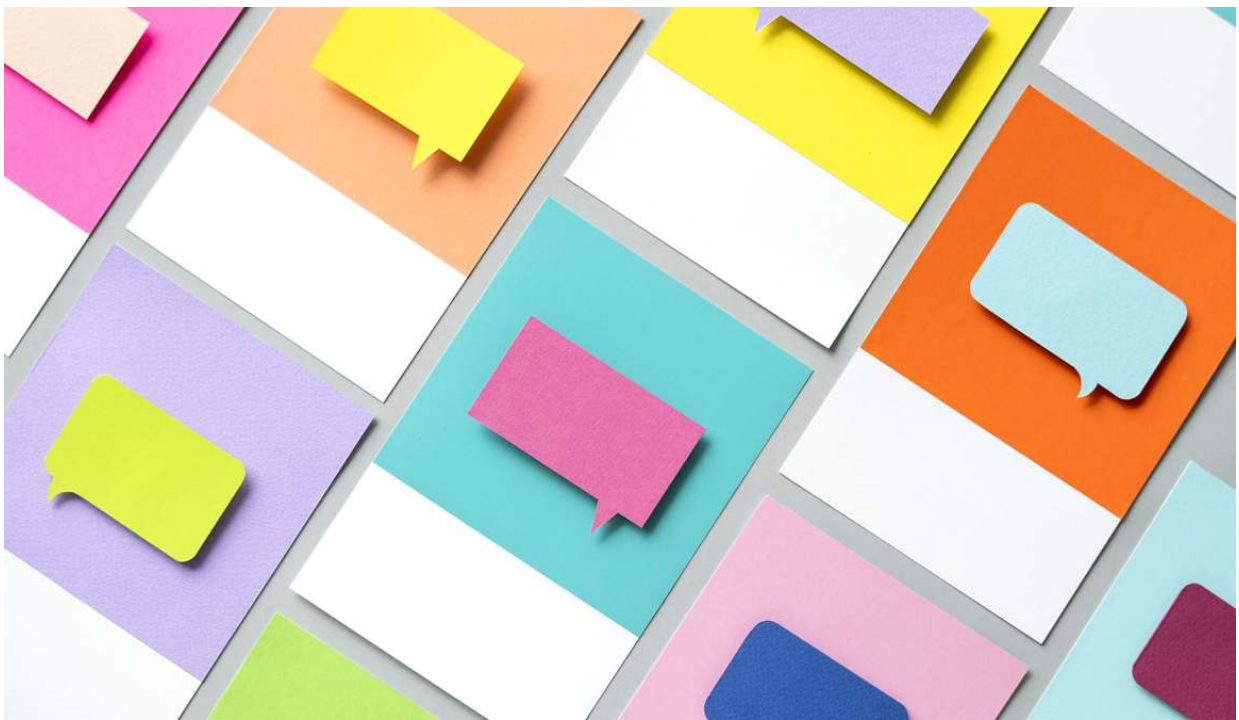
1. **Align with your audience:** Consider your audience's needs, interests, and expectations when crafting your message. Make sure that it is relevant and of interest to them.
2. **Reinforce your message:** Use visual aids and other techniques to reinforce your message throughout your presentation. This can help your audience remember your message more easily and retain the information for longer.



By knowing your message, you'll be able to create a presentation that is focused, relevant, and effective in communicating your ideas to your audience. A strong message can also help you stay on track and keep your presentation organized and coherent, even if you run into unexpected challenges or distractions during your presentation.

Design for Engagement

- Keep it simple and consistent
- Use images, graphics, and animations sparingly and effectively
- Limit the amount of text on each slide



Design for Engagement cont.

Designing for engagement is an important part of creating effective PowerPoint presentations.

The design of your presentation can greatly impact how engaged and interested your audience is, so it's important to pay close attention to the visual elements of your presentation.



Here are a few tips on how to design for engagement:

Design for Engagement cont.

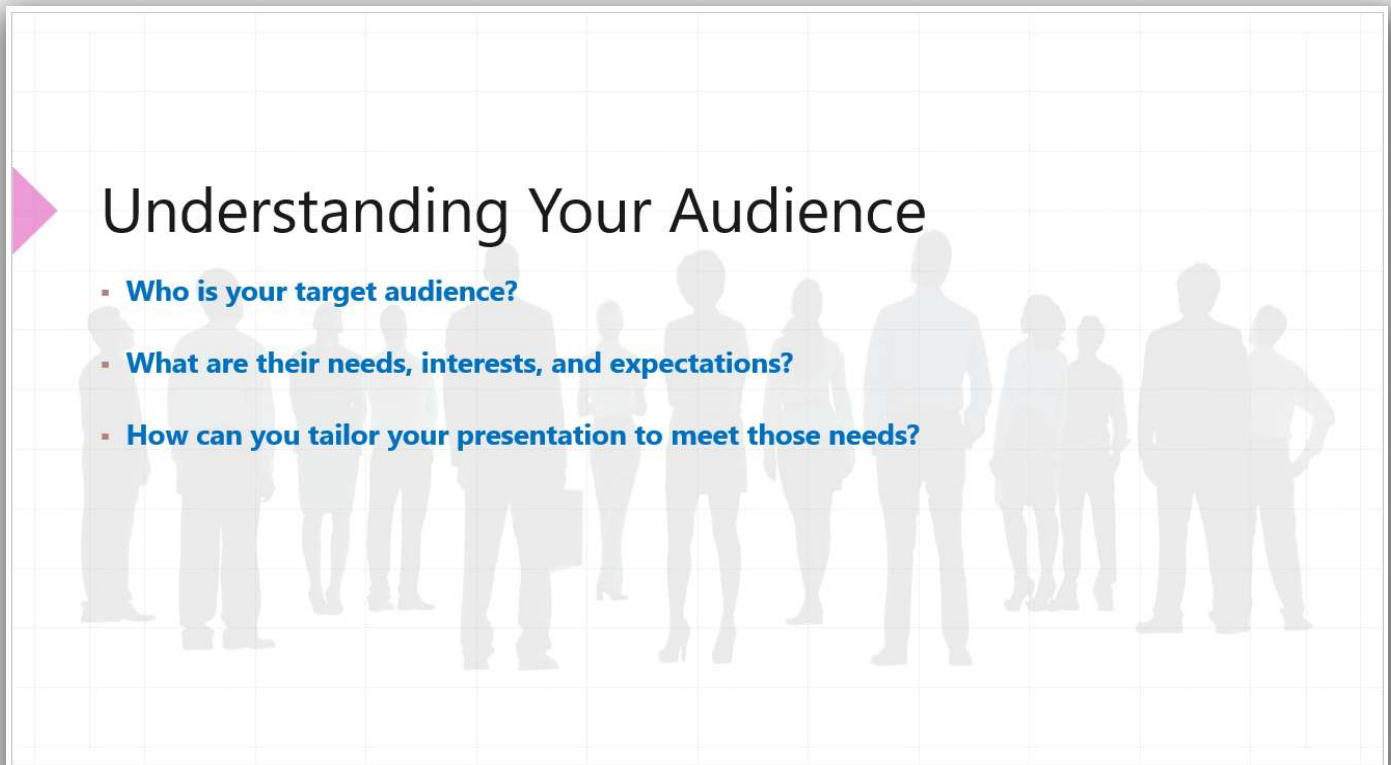
Designing for engagement is an important part of creating effective PowerPoint presentations. The design of your presentation can greatly impact how engaged and interested your audience is, so it's important to pay close attention to the visual elements of your presentation. Here are a few tips on how to design for engagement:



1. **Keep it simple:** Avoid using too many different colors, fonts, and images, as this can be overwhelming and distracting to your audience. Stick to a simple, consistent design that is easy on the eyes.
2. **Use images and graphics effectively:** Use images, graphics, and animations sparingly, but use them to your advantage. They can help break up text-heavy slides and make your presentation more visually appealing.
3. **Limit text:** Limit the amount of text on each slide and focus on making your slides visually engaging. Your audience will be more likely to pay attention if they're not overwhelmed by a lot of text.

[A Sample slide to demonstrate is on Next Slide](#)

Sample - Simple, Image, Text



1. **Simple** 3 bullet points. Each one come in with Animation from the left.
2. **Image** Background feature used, Insert Picture, Set Transparency at 92%
3. **Text**, Simple Heading, 3 bullet points, and complementary colors.

Follow up with Slides that speak to each of these bullet points.

Design for Engagement cont.

- 1. Make use of color: Use color effectively to emphasize important points, create contrast, and guide your audience's eye.**
- 2. Use high-quality images: Use high-quality images that are clear and easy to see. This can help to keep your audience's attention and make your presentation more visually appealing.**



By designing for engagement, you can create presentations that are both visually appealing and effective in communicating your message to your audience. Your audience will pay attention, remember your message, and feel engaged with your presentation.

Sample on next slide of these Elements

Sample Color, Quality Image, Designer

Design for Engagement cont.

4. **Make use of color:** Use color effectively to emphasize important points, create contrast, and guide your audience's eye.
5. **Use high-quality images:** Use high-quality images that are clear and easy to see. This can help to keep your audience's attention and make your presentation more visually appealing.
 - By designing for engagement, you can create presentations that are both visually appealing and effective in communicating your message to your audience. Your audience will be more likely to pay attention, remember your message, and feel engaged with the content of your presentation.



1. **Color** to draw attention, each number point comes in animated from left
2. **Quality Images** available from free sites like [Freepik.com](https://www.freepik.com), [Rawpixel.com](https://www.rawpixel.com)
3. **Designer** feature in PowerPoint will give you options to place the image such as the curved view on right seen above.

Engage Your Audience

Incorporate interactive elements, such as quizzes or polls



- Use a conversational tone and involve the audience
- Make eye contact and use gestures to reinforce your message

Engage your audience cont.

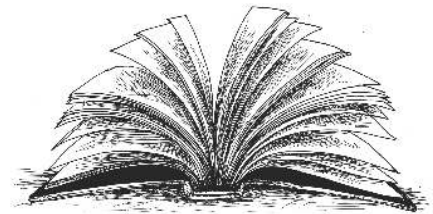
Engaging your audience is a critical aspect of delivering effective PowerPoint presentations. An engaged audience is more likely to pay attention, remember your message, and take action based on what they learn. Here are a few tips on how to engage your audience:

1. **Make it interactive:** Encourage interaction by asking questions, conducting polls, or inviting audience members to participate in discussions or activities.



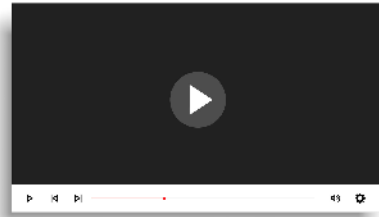
2. **Use humor:** Incorporating humor into your presentation can help to lighten the mood and make your audience feel more relaxed and engaged.

3. **Tell stories:** Use stories and real-life examples to illustrate your points and make your presentation more relatable and engaging.



Engage your audience cont.

4. Use visual aids: Use visual aids like images, videos, and animations to help illustrate your points and keep your audience's attention.



5. Vary your delivery: Vary your delivery style by changing the pace, tone, and volume of your voice. This can help to keep your audience engaged and prevent them from becoming bored.

6. Be confident: Be confident and engaging when presenting. Maintain good eye contact, use gestures, and vary your facial expressions to convey your message effectively.

By engaging your audience, you can create presentations that are memorable, impactful, and effective in communicating your message. Your audience will be more likely to pay attention, retain the information you present, and be motivated to take action based on what they learn.

Call to Action

🔄 Now that you have the knowledge and tools to create engaging PowerPoints, go out and put it into practice.



Inspire your audience and make your presentations truly memorable.

Call to Action cont.

1. Start putting these principles into practice today by reviewing your current presentations and making improvements where necessary.
2. Share this information with your colleagues and encourage them to join you in incorporating these principles into their presentations as well.
3. Take a moment to reflect on what you've learned today and think about how you can apply these principles to your own presentations. Then, get started on creating engaging presentations that truly capture your audience's attention.

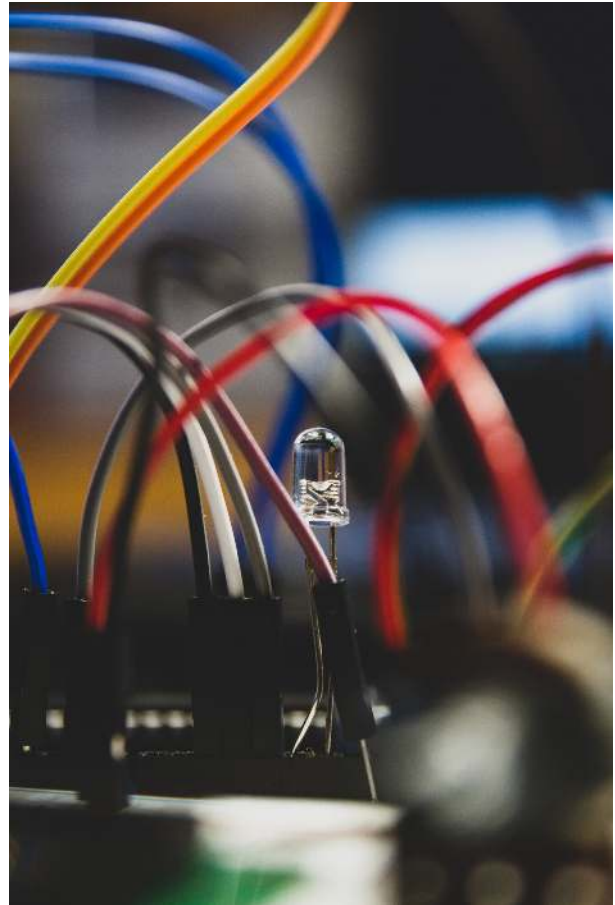


A well-crafted call to action can be a powerful motivator for your audience, encouraging them to take action and implement the information they've learned from your presentation. By providing a clear and concise request for action, you can increase the impact of your presentation and ensure that your message is remembered long after the presentation is over.

Conclusion

Creating an engaging PowerPoint requires:

- Understanding your audience
- Knowing your message
- And delivering it in a captivating way



Conclusion cont.



Creating engaging PowerPoint presentations is about knowing your audience, having a clear message, designing for engagement, and actively engaging your audience through the use of visuals, humor, stories, and interactive elements.

By following these key principles, you can create presentations that are memorable, impactful, and effective in communicating your message. So go forth, and start creating engaging presentations that inspire, educate, and motivate your audience to take action.

Thank You!

Thank you for taking the time to attend this presentation, and I hope you found it valuable. If you have any questions or would like to learn more, please don't hesitate to reach out. Together, we can create presentations that truly engage and inspire.

My Contact Information

Matt Metzger

Phone: 517-449-9283

Email: Matt@MattMetzger.com

Website: www.MattMetzger.com

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Thanks again for checking out The Art of Presenting. I will have many more EBooks and materials on this topic and others.

I have spent most of my life as a teacher. Also paired that with being a continuous student working on my talent stack to improve my abilities in this area.

Do you need a personalized training session for you and your staff on Presentations you already have ready to go?

Reach out to me as my ability to quickly touch them up for you will be like magic.



For more resources both for purchase and for free, please check out my **website** MattMetzger.com

Email: Matt@MattMetzger.com

And by phone: 517-449-9283

