CONTENTS

Introduction: Stuck in PowerPoint Hell? The path out of PowerPoint Hell is paved with good practices and goes straight through the world of performance.	1
Sin #1: Failure to Understand Your Audience It's not about you. Six questions to ask before you plan your speech.	7
Sin #2: A Flat Opening Don't blow your one and only chance to make a good first impression. Eight ways to start strong and six mistakes that will stop you in your tracks.	15
Sin #3: Lack of Focus If you try to say everything, you end up communicating nothing. How to avoid rambling and meandering and droning on and on and on	25
Sin #4: Bad Storytelling Nothing beats a well-told story. How to find, shape, and tell stories that command attention.	35
Sin #5: No Emotional Pull If you want to change their minds, you have to win their hearts. Three steps for tapping into the power of emotion.	43

Sin #6: Dull, Ugly Visuals Life is a visual medium. Eight tips for creating a picture-perfect presentation.	53
Sin #7: Low-Energy Delivery If you're checked out, your audience will tune out. Eight ways to amp up the energy.	61
Sin #8: No Audience Interaction What distinguishes a presentation from other communications is having a live, in-person audience to interact with. So make them a partner in the story you're telling.	69
Sin #9: Buying Into Body Language Myths Forget everything you've heard about body language, and focus on the things that matter.	77
Sin #10: Inadequate Rehearsal If you're not going to take this seriously, why should your audience? How to practice for the big day and five tips for making the most of rehearsal time.	85
Sin #11: A Weak Finish Go out on a high note. Seven ways to finish strong and five more things to do when you're done.	95
Conclusion: Are We Redeemed Yet? Go forth and sin no more. But wait! Here are seven other sins to avoid.	103