



Life is a Series of Presentations

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Why Read This Book?

1. Life *really is* a Series of Presentations, and this book will help you spot scores of opportunities in your daily routine.
2. If you're good at presenting, you'll achieve more and increase your success in both your professional and personal life.
3. There are just *Eight Essentials* that you need to know and practice to begin the Presentation Mastery journey.

Focus Area of Value	Very Important Point (VIP) Highlights
<input type="checkbox"/> Spirituality <input checked="" type="checkbox"/> Personal Improvement <input type="checkbox"/> Attitude <input type="checkbox"/> Time Management <input type="checkbox"/> Organization <input type="checkbox"/> Wealth <input checked="" type="checkbox"/> Relationships <input checked="" type="checkbox"/> Business Improvement <input checked="" type="checkbox"/> Negotiation <input checked="" type="checkbox"/> Marketing/Branding <input checked="" type="checkbox"/> Sales <input type="checkbox"/> Consulting <input checked="" type="checkbox"/> Management <input checked="" type="checkbox"/> Leadership <input checked="" type="checkbox"/> Presenting	<p>Presentation Mastery is an undiscovered secret to success!</p> <p>8 Simple, but Essential Practices:</p> <p>I Involve your audience for maximum buy-in</p> <p>P Prepare your audience</p> <p>R Research into your <i>Presentation Arsenal</i></p> <p>E Explain “Why” to yourself AND your audience</p> <p>S State Management: achieve proper mental states</p> <p>E Exceed Expectations by knowing the audience</p> <p>N Neutralize your fear by taking the unknowns to the known</p> <p>T Tailor presentation throughout to keep your audience focused</p>

25 Very Important Points Pulled From the Manuscript Content

1. Every time you communicate to another person -- with an objective in mind -- should be viewed as a “presentation”. This means you make presentations dozens of times a day. Every time you need to win a colleague, boss or family member over to your point of view it is a presentation! Every time you try to convince anybody, anywhere of anything – on the phone, in person, one-on-one or in groups - it’s a presentation. Add these up and you might actually be making hundreds of presentations in a day!
2. Unless you are a hermit living on a mountaintop, your life largely consists of your interactions with the people around you. In the office, unless you are everyone’s boss, you can’t choose all of your colleagues (indeed, it’s more likely you haven’t chosen any of them). Rarely can you choose your customers. Yet these people hold tremendous sway over your daily progress through the work day and, as important, the ultimate success of your career.
3. Presentation Mastery is a major secret to success that isn’t yet widely known and practiced.

Chapter 5: **Exceed** Expectations by Really Knowing Your Audience

4. Master presenters learn the composition of their audience before the presentation begins, then adjust accordingly.
5. We must always remember that the success of your presentation is **not** primarily determined by you. It is primarily determined by the person or persons who constitute your audience.

Chapter 6: **Explain** the “Why”– The Number 1 Question Most Presenters Forget to Leverage

6. The single most powerful thing you can do to convince your audience of your message is to provide a convincing reason **why** they should do what you suggest (or believe what you say).
7. Your audience, like all human beings, is driven by basic subconscious wants. In order to reach them most effectively, you must tailor your presentation in a way that addresses those desires.
8. Organizations don’t make decisions – people do.

Chapter 7: **Neutralize** Your Fears – Successful Presenters Overcome Anxiety and Pre-empt Surprises by Turning “Unknowns” into “Knowns”

9. People’s nervousness with regard to public speaking derives from what Carl Jung concluded was the hard-wired mother of all fears: fear of the unknown.
10. By turning unknown quantities into known quantities, we can overcome the anxieties and uncertainties that often undermine presenters confidence.
11. Once we can replace what we *imagine* the presentation environment *might* be with what we now see it *will* be, much of our stress subsides.

Chapter 8: **Arm Yourself** – Successful Presenters **Reach** Into Their *Presentation Arsenal*

12. The *Presentation Arsenal* includes not just quotes, stories and statistics, but printed and other visual material, the way you dress, electronic files you keep, and anything of substance that can help you make future presentations more colorful and effective.
13. Your *Presentation Arsenal* generally contains four kinds of ammunition: Mental, Hard Copy, Electronic and Material.
14. The masterful presenter is quick without hurrying, because she knows what is stored in her *Presentation Arsenal* and knows where to find it.

Chapter 9: **Build Bridges – Successful Presenters Prepare Their Audience**

- 15. A basic element of work with groups, often overlooked, is the simple matter of introducing people to each other and to the meeting leader.
- 16. The *Host Introduction* is an integral part of the beginning of a great presentation.
- 17. Remember: most audiences spend the first three minutes of the presentation sizing up the presenter.

Chapter 10: **Feel Good, Do Well – Put Yourself and Your Audience in the Proper Mental State**

- 18. The mental state of the successful presenter absolutely must be congruent with the message being delivered.
- 19. All the techniques you use to get yourself in the proper state of mind can also be used to influence the state of mind of your audience.

Chapter 11: **Room to Breathe – Involve Your Audience for Maximum Buy-In**

- 20. The *Breathing Space* is often an opportunity to get your audience personally involved in the presentation by giving them something to do that supports your communication objectives while drawing attention away from you.
- 21. When presenting to medium-sized or larger groups in the appropriate settings, a video or series of great still pictures can be a powerful *Breathing Space* tool.
- 22. The act of audience writing affords you a *Breathing Space*, creates further engagement with the material by giving your audience a stake and adds a change of pace to your presentation.

Chapter 12: **Tailor for Success – Adjust to Keep Your Audience Focused**

- 23. Masterful presenters have the wherewithal to respond to their audience or to their own internal gyroscope by adjusting their presentation style to keep the audience focused on their presentation.
- 24. *Planned Spontaneity* is the ability to adapt to a situation while continuing to meet your presentation goals.
- 25. Our focus must always be on the audience, not only on our agenda.

10 Primary Presentation Types	
1. Sales	6. Speeches
2. Meetings	7. Seminars
3. Training	8. Media
4. Facilitation	9. General (1:1)
5. Branding	10. E-Presentations