

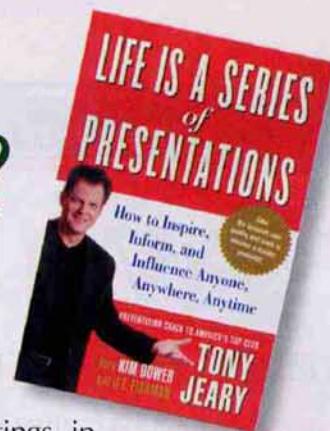
Do Your Presentations Affect Your Business?

Presentation mastery is an undiscovered secret to success

By Sara Bowling

Tony Jeary says, "You bet! Presentations are crucial to your business."

As a small-business owner, you present all the time ... in one-on-one meetings, in front of or as part of a small group, to your staff, and to your customers. You present in person, on the phone (or via voice mail), and even through E-mail. We all know that your presentation effectiveness is critical to your business success. Tony's new book, *Life is a Series of Presentations*, discusses **Eight Simple Presentation Practices** that can accelerate both your personal and professional success.



Available at SAM'S CLUB® and

samsclub.com

Rate yourself from 1 to 10 on the following. How Well Do You:

I	Involve your audience	
P	Prepare your audience	
R	Research your presentation arsenal	
E	Explain "why" (people like reasons)	
S	State management matters	
E	Eliminate unknowns and turn them into knowns	
N	Know your audience	
T	Tailor the presentation for the audience	

Involve Your Audience

When presenting to medium-sized or larger groups, make sure you involve and engage them. Ask questions. Have them write something down. Have them talk to each other. Engagement elevates retention.

Prepare Your Audience

Most audiences spend the first three minutes of the presentation sizing up the presenter. A basic and often overlooked element of working with groups is simply connecting with your audience before your presentation begins. Warm a few people up and warm yourself up, too.

Research Your Presentation Arsenal

Build and utilize a *Presentation Arsenal*. Your arsenal should include quotes, stories, samples, examples, and even statistics. Save them mentally, in hard copy form, or on your computer.

Explain the "Why"

The single most powerful thing you can do to convince your audience of something is to provide a convincing reason why they should do what you suggest (or believe what you say).

State Management

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

Eliminate Unknowns and Turn Them Into Knowns

The more you investigate all components (such as the room setup, how the audience will react, who will do what and when, etc.), the more confident you will be. Strong preparation takes the unknowns to knowns and reduces nervousness.

Know Your Audience

Before your presentation, research your audience and plan to address their needs.

Tailor Your Presentation for the Audience

Your focus must always be on the audience, not only on your agenda. Be flexible and ready to adjust to your audience so they really hear your message. **S**

You can learn more about Tony Jeary and his presentation mastery techniques on www.TonyJeary.com.

Business Member Profile

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