

# **Power Presentations VSL**

## **Script 3**

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## The Script

The two previous videos of the Power Presentation series explored the building blocks for designing and delivering successful presentations, and also introduced Slide2Script; a powerful PowerPoint add-in designed to accelerate that process for you.

This video shows you the potential of PowerPoint animations and transitions to focus your audience on the most important parts of your presentation. I'll reveal how you can use them to build a brick by brick case for converting your prospects into paying customers.

Many presenters pack their slides with text. Endless walls of text: headlines, subheads, bullet points, and paragraphs of text.

This is a costly mistake.

The human brain cannot process written text and spoken text simultaneously. At best, attention shifts rapidly back and forth. At worst, whole sections of the presentation are missed.

Leaning extensively on written text weakens your presentation, making it less memorable and more confusing.

This plain cold fact is ignored by the vast majority of business presenters. And here's the surprising part: many of them know it's a problem.

So why do they keep doing it?

To keep themselves on track.

In other words, the slides aren't for the audience; they're for the speaker. They're a crutch.

It's no wonder so many slides leave prospects confused, cold and confounded.

Leave your speaker's notes for index cards; your slides are for persuading the audience; and persuasive slides share two key principles. They are:

- visually engaging, requiring minimal effort to process

- and are targeted towards helping the audience understand your persuasive message.

PowerPoint's excellent animation and transition features are fantastic tools for building such slides. They minimize the effort needed to process and understand your key points, making your presentations easier to remember.

So let's explore animations and transitions. They're both visual effects applied to your presentation, but they differ in how they're applied to your slides.

Animations are visual effects that are applied to objects within a slide.

Transitions, on the other hand, appear when moving from one slide to another.

Used together, these two features can help you focus your prospect's attention on the key parts of your message, and take them by the hand, step by step, carefully along the rhetorical path you pave for them; allowing you to build up complex cases piece by piece.

I'll show you how.

Let's say you want to highlight the cost benefits of your product. You might use a bar chart to illustrate those benefits with four or five key points.

If you reveal the bar chart as a single graphic, all your information will appear at once. The automatic, unconscious reaction of the audience will be to parse all that information - they'll inevitably lose the thread of your presentation as they do this.

However, a simple animation drastically increases the ability of the audience to remember your key benefits - out of all proportion to the effort needed to create it in the first place.

The animation introduces each piece of information on its own. The bar chart will fill in at the exact moment you're talking about that particular benefit - keeping your prospects focused on the information you need them to remember in order to build a persuasive case.

That's tight integration. That's a slide that truly supports a script. That's information that the audience will remember.

And when you move on to your next set of ideas you can use a transition to focus attention exactly where you want it to be.

When you learn to use effective animations and transitions, along with the lessons you've learned in our previous videos, you'll be on your way to making presentations that your audience will understand, that they'll remember, and that will lead to more conversions.

In tomorrow's video we will look at how to produce a script that builds on the power of everything we've learned so far by using the powerful Slide2Script add-in, available as part of the Power Presentation Pack.

When you sign up, you'll receive Slide2Script, a practical how to guide on writing a script that's tightly integrated with your slides, and Designing Presentations that Sell, an insightful online course that digs deep into the techniques we've discussed here.

If you act fast, you'll even get a free copy of the award winning "Successful Speaking Secrets: Quick Reference."

Sign up now.