

The Wow Factor

Crafting Winning Proposals and Engaging Presentations

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Do you have something to say? If you don't, stay home and send a memo. If there's a story you want to tell, a change you want to make, an impact you want to have, **be really clear** about what it might be. Simply getting through your presentation relatively unscathed probably isn't a worthy goal.

~Seth Godin (The Amateur Presenter)

Crafting Winning Proposals

(1) INCREASE YOUR ODDS

- Submit more than one proposal and include a variety
- Submit to small and large events
- Be open to the shorter session format
- Submit-submit-submit. A “no” does not mean it's a bad proposal!

(2) GIVE YOURSELF TIME

- Write - go away - rewrite - repeat

(3) PICK A GREAT SESSION TITLE (LESS IS MORE)

- Simple over wordy | Clear over clever
- Subtitles are okay but not necessary - don't let it get too long

(4) CLEAR, CONFIDENT, AND CONVINCING SUBMISSION

- Customize (one sentence of) your bio to highlight why we can trust you with this topic
- Have a clear message (problem - why it's important - solution - takeaway)

(5) GET FEEDBACK AND BE OPEN TO IT

- Save every version of the proposal you write for comparison
- Enlist a friend (or two) to review

“

*A designer knows he has achieved perfection not when there is nothing left to add,
but when there is nothing left to take away.”*

~Antoine de Saint-Exupéry

Crafting Engaging Presentations

(1) GIVE YOURSELF TIME

- Have a designated location for brainstorming throughout the year
- Write - go away - rewrite - repeat

(2) BE TRUE TO THE TITLE

- Does the title and session description accurately describe your session?

(3) KNOW YOUR MATERIAL > PRACTICE AND HAVE RESPECT FOR THE ALLOTTED TIME

- Practice! (closet, friends, local group, collegiate pedagogy program)
- Write it out to help you thoroughly think through the session and practice timing

(4) USE VISUALS THAT ENHANCE, NOT PRESENT

- You are your presentation, not your slides.
- Use visuals that demonstrate your words with emotional proof
- Considerations
 - One point per slide (yes, 40+ slides is OK!)
 - Around 6 words per slide
 - Minimum 30-pt font (even up to 50 minimum for the smallest text)
 - Avoid transitions (like dissolves and spins)

(5) PROVIDE A USEFUL HANDOUT

- Hard copy + Digital (QR Code or website address) that's easy to access
- Be thorough (without writing in long-hand)
- Avoid slide print handouts (just my opinion!)

Checklist

- Write a proposal
- Designated brainstorming location

2-8 weeks out

- Sketch an outline
- Fill in content (script if needed)
- Add in supporting material (i.e., quotes)
- Clean it up
- Put together the slides & handout
- Practice run-through(s)

Tools

NOTE-TAKING APPS

- Notion [Amy's favorite]
- Evernote
- Google or Apple Notes

SLIDES

- Canva [Amy's favorite]
(Create QR codes for slides & handout right inside Canva)
- Keynote (Mac) / Powerpoint (PC)

MISCELLANEOUS

Wordcounter.net

For checking your abstract word count

References

Amy used for building this presentation

- [The Amateur Presenter \(Seth Godin\)](#)
- [Really Bad Powerpoint \(Seth Godin\)](#)
- ["Um and Like" and Being Heard \(Seth Godin\)](#)
- [How to be a Presentation God by Scott Schwertly](#)
- [How to Be Better Prepared for Your Next Major Presentation \(Michael Hyatt\)](#)

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[Tips for Presenting: Tools, Resources, and a Pep Talk \(PianoPantry.com\)](#)