

**MONETIZE**  
**YOUR MESSAGE**

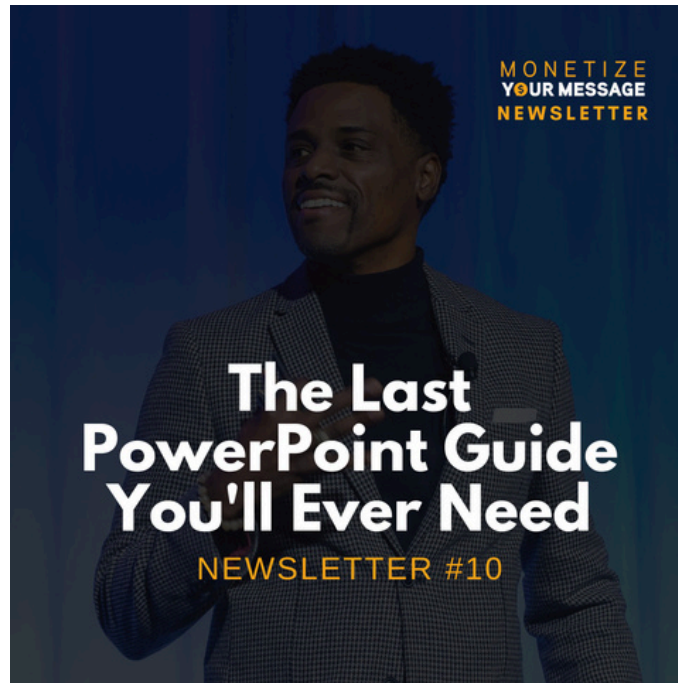
# **THE LAST POWERPOINT GUIDE YOU'LL EVER NEED**





# THE LAST POWERPOINT GUIDE YOU'LL EVER NEED

Come back to this list as you craft your next presentation



## To PowerPoint or Not to PowerPoint?

First, things first.

If your speech content isn't solid (a trackable structure, memorable stories, clearly defined takeaways and sharp call to action), **it won't matter** if you use PowerPoint, Google Slides or stone tablets.

I've seen speakers crush it with a flipchart, can of Coke and a Sharpie.



But, if you use PowerPoint (like me), this is the guide for you.

# The 5 PowerPoint Commandments

## 1. Thou Shalt Not Use More Than 15 Words Per Slide



A slide is not a viewing window into your speech notes.

Period.

## 2. Thou Shalt Not Use More Than 3 Colors



Close your crayon box.

**Too many colors = distraction**

Pick three colors (preferably from your brand kit) and stick with them.



### 3. Thou Shalt Stop with the Animations

You don't work at Pixar.

At a **minimum**, you may have or word (or two) magically appear.

But my advice: **Cut all of it**. Let your voice and tone do the animating.

### 4. Thou Shalt Only Use Hi-Res Pics (With 🖱️ Exception)

The more time your audience spends squinting, the less time they spend listening.

So, remember:

1. No **grainy** photos
2. **Fill the screen** with the pic (see below for how to use Google to find hi-res pics)

Two weeks ago, I spoke at the South Carolina Power Team's annual meeting.

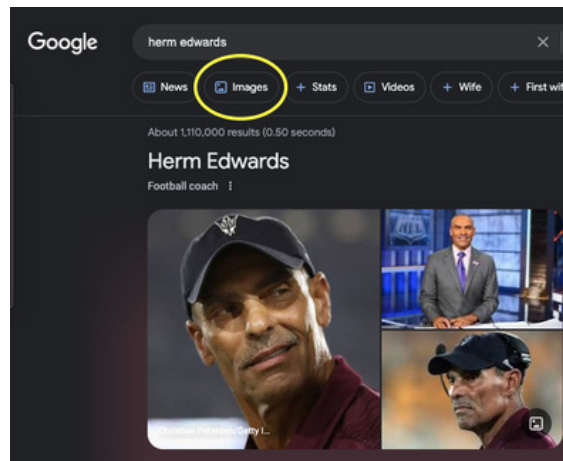


I told a story of meeting Coach Steve Spurrier during a football camp in 2007 and needed to find a hi-res shot of the Ol' Ball Coach. Here's how I did it:

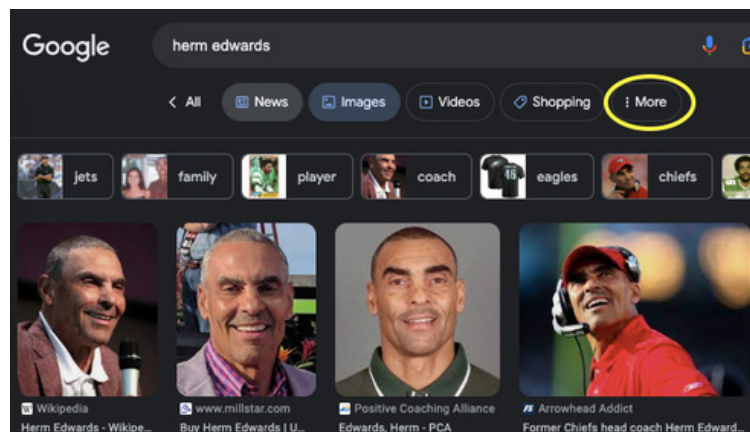
#### 💎 BONUS: A Guide to Finding Hi-Res Pics:

1. Go to Google and type in a description of the pic (*Example: Herm Edwards*)
2. Click **Images**

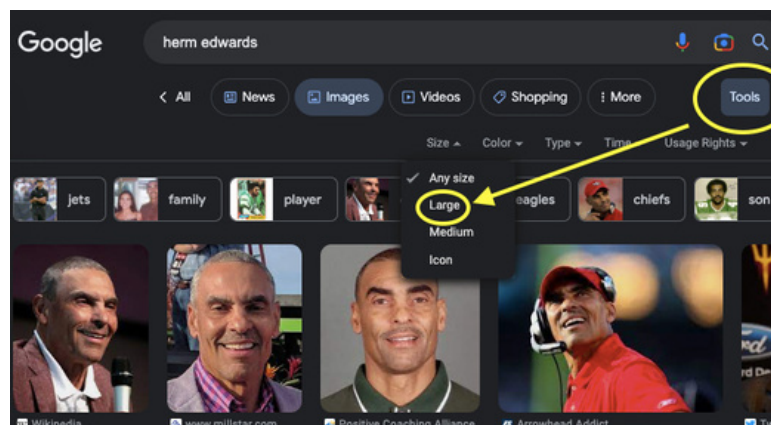




3. Click **More**



4. Click Tools —> Size—>Large



Scan the pictures, pick one, download it and voila!

*Here's one exception to the No Grainy Pics Rule.*

When using older pictures from your life, it's okay to go grainy (it adds a nice nostalgic touch. 🍷)



Here's a picture of my great-great-grandfather's headstone.

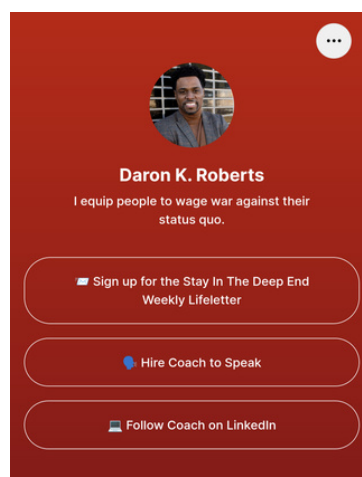
I want my audience to strain while reading the inscription so I can land the uppercut of my next point: **We're Going to Die.**

## 5. Thou Shalt Not Leave Your Audience Hanging

Your closing must contain a CTA (call to action).



Some people will want more of your content. The QR code in this pic 🖱️ takes people here:







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