

Make Your Message Relevant - Right Away

Have you ever listened to a presentation or project update and wondered what the point was, how it was relevant to you, and what the presenter needed from you? Audiences tell us that if a presentation isn't relevant to them in the **first minute**, they stop listening. Communicate your bottom line, why your audience should care and what you want them to do in the first minute of the presentation.

The bottom line is...

BOTTOM LINE

This is important or significant because...

Why your
audience
should CARE

What I'd like you to do is...

What you want
your audience
to DO
