

DIY Marketing – Presentations

How Do You Present Your Business?

When you give a presentation, you have a captive audience of people who are interested in what you have to say and how it can help their business. This is a great opportunity to promote your business and encourage people to keep in touch with you.

Here are some of the key points to think about.

1. **What can you talk about? List five topics you can confidently present to an audience. Make sure you know your subject well enough to talk about it.**

Example: How to use presentations to promote your business.

2. **Who will you talk to? Prepare a list of people you can approach, to offer to give a presentation. Talk to them about the list of topics you can cover and find out what they need and when.**

Example: The local networking group would like a talk on using presentations to promote small businesses; a trade association is interested in how presentations can help independent consultants.

3. **Plan your presentation. Ask yourself these three questions before you start writing.**

What is your topic?

What is the purpose of your presentation?

Who is your audience?



4. **Decide on the key points of your presentation. Most people will only remember three things you tell them, so don't overload your audience with information.**

Example: The three questions you need to ask to help you plan a powerful presentation.

Once you've written your presentation...

5. **What can you give away? Prepare some good quality handouts, but if you want to encourage members of the audience to keep in touch with you, hold something back. Offer it at the end of your presentation in return for a business card.**

Example: A fact sheet on how to create a really powerful presentation; a free subscription to a useful newsletter.

6. **Plan your follow up. When you finish your presentation, don't just leave the room, walk away from all those new contacts and expect them to come running after you. Plan what you're going to do next, before you even give your presentation.**

Example: Send a free copy of the newsletter to everyone who gave me their card. Thank them for coming to the presentation and tell them where they can get even more free advice.

Follow these six steps and you'll find it easier to write and deliver a really effective presentation, using your time to promote your business, build up your reputation and find new clients.

For more advice on using presentations to promote your business, contact Appletree by calling 01635 578 500 or e-mailing Chantal@Appletreeuk.com

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