



# Webinar Profits

## *PART IX*

*HOW TO CREATE AMAZING PRESENTATION  
SLIDES FOR YOUR WEBINAR*



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## How To Create Amazing Presentation Slides For Your Webinar

If you're doing a slide-presentation webinar, then one part of the equation you need to snap into place is your script. We've talked about that elsewhere in this package, so now let's turn our attention to the second part of the equation: the slides.

If you get this part wrong, you're going to have people slumping over in boredom as they watch your webinar. That's why you want to create amazing slides that will keep your audience hooked, engaged and paying attention.

How do you create these sorts of slides? Simple – by using this guide.

Take a look...

### Step 1: Get Slide Presentation Software

The first thing you need to do is select the software you'll use to create your slide presentation.

The old standby is Microsoft PowerPoint.

Google Slides is also really easy to use as is Keynote for MAC users.

There are some other possibilities. Here are several PowerPoint alternatives for you to consider:

- [www.prezi.com](http://www.prezi.com)
- [www.powtoon.com](http://www.powtoon.com)
- [www.haikudeck.com](http://www.haikudeck.com)
- Camtasia Studio at <https://www.techsmith.com/camtasia.html>. This is actually a suite which includes screen-presentation, screen recording and editing software.



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If you need still other options, then search Google for “PowerPoint alternatives” or “slide presentation software.”

## Step 2: Outline Your Slides

Your next step is to create an outline and rough draft for your slides. In other words, before you actually start creating slides, you should know exactly how many slides you’ll need and roughly what will appear on each slide.

Your first slide will be the title slide, which will show the title (and subtitle) of the webinar alongside your name and any other relevant information.

The next one to three slides will show a little information about you. How much you tell depends on the level of credibility you need to build with your audience.

Keep in mind that there is a fine line here – on the one hand, you want people to know why they should trust you. On the other hand, you don’t want to talk about yourself too much, because people essentially don’t care. So use the absolute minimum amount of time required to build credibility – in some cases that may just be a few minutes in an hour-long presentation.

If your webinar is for an audience that doesn’t really know you, you’ll want to spend a little more time qualifying yourself to ensure the audience is confident that you know your stuff.

Next, now you need to draft slides for the “meat” of your presentation. This can vary widely depending on what you’re presenting and how quickly you talk. But here are a few guidelines:

- A general rule of thumb is one slide per minute. You may want to time yourself speaking (which will likely be 150 words per minute or so) to get an idea of how much ground you can cover in a minute.



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- For “heavy” topics, you may spend longer on a particular slide. However, don’t spend more than two or so minutes on a slide, as your audience will get bored. Instead, create another supporting slide in order to convey the information.
- For light topics (such as stories), you can flip through the slides more quickly to keep your audience engaged.

As you create your slides, think of how to break your presentation into “sections.” You can then start each section with an “overview” slide, and then break down and take a closer look at each point from the overview slide.

For example, if you’re talking about weight loss, you might start the presentation by letting people know they’ll be learning about three areas: Nutrition, Exercise and Motivation. This is your overview slide.

Next, you’d go into each of those three subtopics. You might start the nutrition topic by presenting another overview of these subtopics, such as “Protein,” “Carbs” and “Essential Fats.”

You’d then start with the “Protein” topic and show a collection of slides on that topic. Next you’d cover the “Carbs” topic with a series of slides. Same thing with the “Essential Fats” topic.

At this point, you may then show a “Recap” slide where you summarize the three or so biggest takeaways from the “Protein” topic.

Then you’d move to the “Carbs” topic, where again you’d show an overview of what you’ll cover in that section.

You get the idea.





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So in order to put together a draft of your slides, you'll need to outline your entire presentation, and then think about the types of slides that will enhance your message.

Remember that your slides should enhance your verbal presentation, not compete with it. Don't make people choose between reading something on your slide or listening to your words, which happens when the text on a slide is radically different than what you're saying. In other words, the slides should compliment the oral part of the presentation.

So let's move to the next step...

## **Step 3: Create The Slides**

Now that you've outlined your entire presentation, including creating a draft of your slides, it's time to actually create them.

There are two main things you'll be inserting into your slides: text and graphics. Sometimes you'll have a text-only slide, sometimes it will be a graphics-only slide, and in other cases you'll have a slide consisting of both text and graphics.

Let's look at these two parts separately...

## **The Graphics**

You can use graphics on your slides in multiple ways, including:

- As an illustration to demonstrate something. For example, if your slide is talking about the proper position to do a barbell squat, then you might include an illustration or photo that depicts the correct position.
- Helpful graphics. If you're talking about something or someone that some people may be unfamiliar with, you can post a photo or illustration. For example, if you're talking about the difference between a long-haired





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Chihuahua and Pomeranian, you might include side-by-side photos to show the differences.

- To simply compliment the presentation. For example, let's suppose you're talking about dog training. When you're going through your introduction, you may simply show a picture of one or more cute dogs (even better if the dogs belong to you).
- To depict something humorous. One way to keep the audience engaged is with humor, and a comic or meme is one way to inject this humor.
- To show a visual representation of data. For example, if you're going over the statistics for some event, you might show a pie chart or similar item that lets people take in and absorb the data quickly.

In short, you can use your graphics to enhance the presentation, increase engagement, and keep your viewers watching.

So how do you create these graphics? You have three main options:

**Option 1 is to hire someone to do it for you.** If you have zero graphical skills, this is a good option because you'll get a better end result than you'd be able to do on your own. You can find someone on a freelancing site such as UpWork.com. Or if you need very simple graphics, you might even find someone to do it for your on Fiverr.com.

**Option 2 is to purchase suitable graphics.** This is a great option if you want professional photos or graphics, but all you really need is something fairly generic (such as a photo of a dog swimming, for example). For this option, you can purchase stock photos and other graphics on sites such as:

- [www.depositphotos.com](http://www.depositphotos.com)
- [www.istockphoto.com](http://www.istockphoto.com)
- [www.bigstockphoto.com](http://www.bigstockphoto.com)



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Next...

**Option 3 is to create them yourself.** You can either tweak stock photos, or create graphics from scratch if you have the skills. You might choose a popular graphics-editing program such as PhotoShop, or an alternative such as:

- [www.pixlr.com](http://www.pixlr.com)
- [www.gimp.org](http://www.gimp.org)
- [www.canva.com](http://www.canva.com)

Next...

## The Text

As mentioned before, sometimes you may have text-only slides, and other times you may opt to include both text and graphics. Keep these best practices in mind:

- Place one idea on each slide. In other words, your text should highlight the main point of whatever you're talking about at the moment, but this text shouldn't be too wordy.

For example, if you're offering copywriting tips, one of your slides may simply state, "Create attention-driven, curiosity arousing headlines." Your narration will explain this concept in more detail, and then you can later present slides with headline templates and examples that incorporate these ideas.

- Use a large, readable font. Don't try to be clever with "cutesy" fonts. Stick to the common fonts that are easy to read, such as Tahoma, Arial and Verdana.
- Make use of bulleted list. If you have multiple points to cover on one slide, use bulleted lists. For example, perhaps



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you're listing the three best web hosts. You can list all three of these in a bulleted list, which is much easier to read than in paragraph format.

And finally...

## Step 4: Put It All Together

So now that you know how to create the text and graphics for your slides, let's kick up the awesomeness. Take note of these tips and tricks:

- Point graphics towards the text. People naturally tend to look in the direction the subject of a photo is looking. So for example, if you have a photo of a dog that's oriented slightly in one direction, then your text should be where the dog's nose/eyes are pointing. The same goes for humans and any other animal.

*TIP: This applies to non-human/animal objects too. For example, if you have a photo of a car, then people will naturally look from the back end of the car to the front... and beyond (as that is typically the direction a car would travel). So put the text next to the headlights of a car.*

*Point is, look at all your graphics to determine where it "points" – and then put your text where the object, human or other animal is "pointing" or looking.*

- Highlight important parts of a graphic. If you're showing something like a screenshot, then use an arrow to point to the part of the graphic you want your viewers to focus on.

*TIP: In general, you should use uncluttered, simple graphics that your viewer can "absorb" within a second. The above tip only applies to when you*



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*absolutely need to show a "cluttered" graphic, such as a screenshot where you're showing people how to access a specific feature in a software's dashboard.*

- Be careful with transitions. Your slide-presentation software will give you different options for having slides enter and exit the screen. If you use these, try to be consistent and use the same or similar transitions throughout. Your presentation itself should wow your viewers, not your transitions.
- Consider background music. If you watch professional commercials or slide presentations, you'll notice that there is always an upbeat bit of music playing softly in the background. If you're doing voice-cover narration, then you'll enhance your presentation by adding music (assuming the music is soft and doesn't overpower the narration). If you're not doing a voice-over (slide presentation only, which isn't recommended for a webinar), then you'll definitely want music.
- Be consistent. Each slide should look like it's part of the same presentation. If you try to hold interest by creating slides that have a different feel with different fonts, colors and so on, the strategy may backfire. It can feel jarring to the viewer rather aesthetically pleasing.

Let's wrap things up...

## Conclusion

There you have it – a step-by-step guide for creating awesome slides for your webinar! If you really want to create an awesome presentation, then spend time on YouTube.com and SlideShare.net watching other peoples' popular presentations. Take note of the following:

- The overall pacing of the presentation.



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- How they keep you engaged.
- The tone and enthusiasm of the speaker.
- How the slides are constructed (graphics only, text only, or text and graphics).

It's easy to reverse engineer great presentations, and then model yours after these popular slide-shares!



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