



Preparing the Main Points for a Presentation

1. **LIMIT** the number of main topics in the body of the presentation

Develop between two to five main points. Audiences often have following a presentation that tries to cover too many major topics.

2. **PHRASE** main points in parallel language if possible

The similarity in wording that parallel phrasing introduces will help you audiences identify the major topics of the presentation.

3. **STATE** main points as concisely as possible

Use simple, declarative sentences to introduce each point you wish to make in the presentation.

4. **BALANCE** the development given to each main point

Each topic should receive roughly the same of time. If some points are developed at great length while others are just briefly noted, the presentation gives the impression that some main points are unimportant.

5. **USE** clear transitional statements to indicate movement to a new point

Transitions alert the audience that you are finished with one point and are moving on. Without them, you risk leaving your audience behind as you advance to a new topic.