



## **The ECHO™ — Your Weekly Presentation Tip**

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### **What's Your Story?**

One way to keep your presentations short and interesting is to imagine you're pitching a story to a magazine. Magazine editors, who are notorious for being hard to impress, won't generally accept an article about a topic if they feel it hasn't been properly researched and made specific enough. Magazine editors prefer titles that will draw readers in. Therefore, the easiest way to their hearts is to put your points in the title—a thought you should remember as you create your PowerPoint presentations. Following are some examples:

- Three ways to shorten PowerPoint presentations.
- Are you a bloomer or a wall flower?
- Eat sugar and live longer (OK, these are examples, but we can dream).

When you can narrow your point down to a short title like this, it's almost a given that your presentation will be shorter, more focused, and, ultimately, more interesting to your audience.

So what story are you telling today?

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