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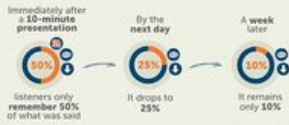


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# How To Make Your Message Stick

**350 PowerPoint presentations** are given each second across the globe



The human mind can only retain **three to seven** points from a presentation in the short term

**3** points is the magic number

## 10 Techniques to Make Your Message Memorable

### Select Your Core Message

What **key point** do you want your audience to remember

It should be **short and concise**

Make it **flow** throughout the presentation with **appropriate repetition**

### Choose a Theme

A theme around your core message allows you to **structure your whole presentation**

### Make it Simple and Easy to Understand

Free of **jargon, buzzwords, complexity, and confusion**

### Use Visuals

Retention goes from **10% to 65%** when **appropriate and relevant** visuals are used to convey your message

### Give Examples

**Stories and Analogies** allow the audience to 'visualize' your point and retain it longer

### Remove the 'Barriers'

**Connect** with your **audience** by moving beyond the lectern

### Integrate Variety

Use variety in vocal **inflection and pace of words**

**Pause** to emphasize **key points**

### Know Your Material

**Knowing your material** gives you confidence

**Do not use notes** as they **distract** the audience

### Provide A Call To Action

Leave people with **something to do**

They are more likely to **remember** if you challenge them to **take action**

### End With Impact

Nothing is **worse** than a **bad ending**. That is all people will **remember**

**Circle back** to the **introduction** and pull it all together at the end

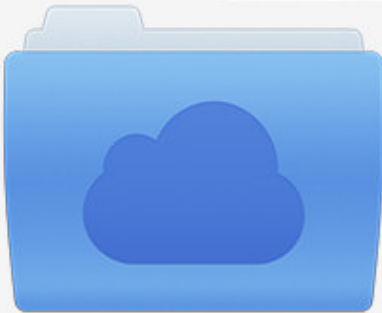
Make sure to **emphasize** your core message **one last time**

**Sources:**  
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