

DON'T JUST TALK  
**BE HEARD**

When Your Communication "Sings", Your Business Soars



I did a little research today and was shocked to realize how off the mark people can be when they're preparing a presentation.

According to Google, when people are looking for help with a presentation, the most common search terms are "presentation skills", "presentation skills training", "presentation skills coaching", things like that.

But the problem I see with most presentations is not the *skills*, it's what they're *saying*. Because you can't *tell* what they're saying. The message is confusing, it's emotionally flat, it's *blah blah blah*.

But here's the worst part, talking about Google searches. By far the biggest number of searches? "PowerPoint Backgrounds" "PowerPoint Templates" Huge numbers of searches for those. That's just wrong. I'm sorry.

If you want to put together a great presentation, you don't need skills training. And you certainly don't need better powerpoint backgrounds. What you need is a message that sings. You need the words themselves to be well put together. Because if your message isn't clear and connecting first, you can add all the skills in the world and it's still going to be *blah blah blah*. Just with better poses, better eye contact.

On the other hand if your message sings, the skills pretty much take care of themselves. You're speaking from the heart, you're speaking from your knowledge, your giving people information that's of real value to them - and you're doing it in a way that connects and resonates with them. Really, you can hardly go wrong.

So, the next time you're working on a presentation, don't worry about the other stuff. Work on the writing first. If you get the words right, everything else falls into place. No more *blah blah blah*. Wouldn't that be a beautiful thing?

And think of this. Imagine if you never had to sit *through* a boring presentation again. That makes me want to cry, it's so beautiful!

So please help me spread the word, will you? Pass this on to your friends, your co-workers. (Your boss.) No more boring presentations! What a beautiful dream!

Also, I'd love to hear what you think. How do you feel about powerpoint? What's the best presentation you've ever seen? Pop over to the [video](#) and leave a comment.

And if you haven't joined our email list yet, [click here](#), head over to our site, sign up, I'd love to see you.

All right. Presentations: Don't worry about all the other stuff. Work on the words. Because when your communication sings, your business soars.

Be good. Be heard! I wish you the best!

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**David Levin**

The "Be Heard!" Guy

***When Your Communication "Sings", Your Business Soars.*** <sup>TM</sup>

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