

# Get Good<sup>®</sup> At Presenting **Online** Top Tips Sheet

from Award-Winning Speaker and Presentation Coach Lee Jackson  
www.liinks.co/leejackson www.leejackson.biz 0113 2170081 07977039015

Answer the question that every audience is asking:  
**W.I.I.F.M?**

**Tell More Stories**

What is the purpose of your talk?  
A:  
B:  
C:

And what is your **CORE** message?

Be **125%**

Bullets kill people and presentations!

Start with a blank page

Bad routines can make us anxious.  
What is your pre-talk routine?

**get good<sup>®</sup>**  
at **PRESENTING**  
The no-nonsense guide to authentic and engaging public speaking  
Lee Jackson  
A no-nonsense guidebook

book/audiobook/podcast available everywhere  
leejackson.biz  
@leejackson

## Online Slides tip...

Make your slides as good as your talk! The power of bad slides is strangely addictive. If you want to get great slides you have to first of all STOP and ask the question, who are slides for? Once you have answered that question it changes everything.

Slides are for your *audience*, they are not for you as a speaker, they are not a script or a crutch, they are for the *audience* and therefore you should design them with the *audience* in mind. Bullets kill people and presentations! So keep your slides big and bold. Use big images and less text. Online slides are often being viewed on iPads or phones, so even more now we have to keep them big, bold and clear.

## Tame your tech...

When we present or meet online we are at the mercy of our technology. So don't forget to tame the tech. In other words buy the right gear, get some help and practice with it. I have two setups in my office, one where I just meet and chat and one part of my office next to my desk where I stand up and present.

I'd recommend a good USB microphone. A plain backdrop - I use an Ikea blind! A decent webcam - most built in ones are good. Some basic lighting/not too bright natural light, to help to illuminate your face if your room is dark and finally get your webcam/laptop up to eye level too, some people use an ironing board!

## Online presenting is a funny thing, it has now been thrust upon us and like offline speaking most of us have to do it, but we hardly ever get trained in it.

Like most things in life getting good at presenting is a combination of learning a few skills, then practicing those skills until we master them. As we grow into a confident online speaker we then learn to rely on our learnt skills, good preparation and our experience. Nothing will ever replace time on camera speaking, (or 'stage time' as it is known) but a few shortcuts are possible. Firstly, we have to get away from our laptop and slides and start to plan properly, then we can learn some delivery tips and finally learn how to use and control our nerves so we are able to deliver confidently.

**Preparation:** Get to the core of your message. Ask yourself why am I doing this talk? No seriously I mean it - most people don't do this and so what we get is death by bullet point or a long rambling talk on Zoom. Once you know what the purpose of your talk is you can



### BE YOURSELF

It's good to have role models but be yourself not someone else, even your hero



### GIVE THEM VALUE

A talk is never about the speaker, it's about giving the audience value, be generous



### TELL MORE STORIES

Well told stories make a talk memorable, you can even tell stories about data!

plan much better. Next, answer the question that all audiences are screaming at all speakers **“WIIFM?”** “What’s in it for me?!”. Once we answer that in our planning stage and tell them that on camera, then they’ll listen more, because then they are invested in your talk. Next, use some post it notes to plan your talk in little “chunks” and then you have a chance to move your talk into the right order. Never use lined paper, always blank and post-it notes or mind-mapping.

**Delivery:** “Sit down to meet, stand up to teach”. I always stand up when speaking online. It changes the energy and makes it more engaging, don't go too big though. Don't forget to smile, get brief eye contact (but don't stare!) and make yourself 125%, that is 100% you and 25% bigger as you aren't just chatting you're presenting. Boring speakers are ‘smaller’, engaging speakers own the space/meeting. Don't act though, just be a little bit bigger, in volume, smiles and actions. Practice doesn't make perfect, but it is essential for success. I'd advise you to practice little chunks of your talk, maybe while driving or walking, but don't practice the whole thing in front of the mirror, that won't help, it is myth, you'll just end up staring at yourself, over analysing and become robotic in your delivery. A great speaker doesn't just deliver a script, they engage an audience, imagine you're speaking to one person, and look down the camera at them, not the screen. Oh, and keep it shorter online - 40 minutes offline = 20 minutes online, then just do a longer Q&A.

**Anxiety:** Most people I've helped over the years say that they haven't got a pre-talk routine, but they usually have, and sometimes those routines can be bad, making them feel nervous. They start thinking things like “I'm a terrible speaker.” “I know nothing.” “I once messed up 10 years ago!” We have all been there. There is no doubt that speaking online is out of our comfort zone, even great speakers and entertainers get nervous. So firstly understand that a few jangly nerves are a good thing, to an extent, they help us to be on our game and be up for the challenge. But getting into a good routine can make all the difference. Be kind to yourself, remember the times you did well. Remember that you know your job and remember that no Zoom audience wants you to be bad, they want you to be good! So get on there and nail it.



Lee is an award-winning\* professional speaker with over 25 years' experience speaking in challenging situations including adult prisons, young people's secure units, large business conferences and local schools. He is also an award-winning\* Presentation Coach and author of 12 books including 'Get Good At Presenting' and 'Powerpoint Surgery'. In 2017 Lee was the national President of the Professional Speaking Association in the UK and Ireland. He regularly trains and coaches leaders across the UK and beyond to help them to Get Good® At Presenting. You can book him too by calling 01132170081, 07977039015 or by emailing [lee@leejackson.biz](mailto:lee@leejackson.biz) (\*he really is!)

Have you heard Lee's podcast yet? **Get Good® At Presenting The Podcast** is a free audio resource available everywhere. Down to earth and insightful interviews with professional speakers and experts to help you become a more confident and engaging speaker. Loads of great advice, no complicated jargon and some laughs too. Search for it on iTunes, Spotify or your favourite podcast app or all the links are here...

<https://www.leejackson.org/podcast>



Want to learn some more? Get Good® At Presenting, the book is available everywhere now. More info here... <http://bit.ly/LeeJacksonWebShop> - it is now also available as an audiobook on Audible too, with or without a subscription.

*“Read this book and you will get good, guaranteed. It does what it says on the tin...except it's a book”*  
John Archer, Award-Winning Comedy Magician and Two Time BAFTA Award Winner

*“When it comes to presenting Lee has been there, done that and got the t-shirt. Which is why this book is invaluable. It's written by someone with both expertise and experience and that's what makes it one of the best you'll read on the subject”*

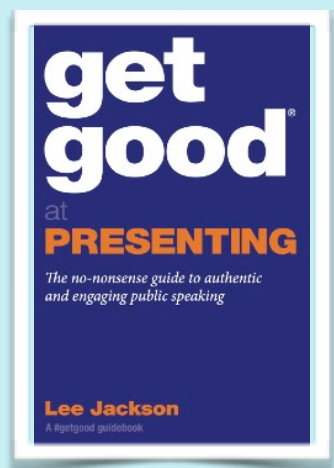
Paul McGee - International speaker and bestselling author of SUMO

*“Lee has provided here an honest and simple way to be more engaging and funny while speaking up front. Lee knows his stuff and here he's upfront about how to excel up front. Learn from the master!”*

Paul Kerensa - Comedian/Writer (BBC's Miranda, Radio 2 and Top Gear)

*“This book will bring comfort to the 99.9% of us who see presentations and speaking as a learnable skill rather than something that the other 0.1% are born with. It is about three Cs. Giving the reader the competence, commitment and confidence to inspire others through the spoken word”*

Phil Jesson, Former Head of Speaker Development, Academy For Chief Executives



<b>Presentation Skills...</b>	Way too much content	Acronyms without explanation	Talking too fast	Jargon
<b>Presentation Skills...</b>	Random story	Not looking at the camera	Overly long intro	Over running the allotted time
<b>Odd things that happen online...</b>	Virtual background making their head look odd!	<b>Bad Zoom Bingo!</b>	Screaming child or partner	Nipping to the loo!
<b>Viewing their shared slides...</b>	Terrible or dull template	Comic Sans font!	Blurry photograph	More than 3 bullet points
<b>Random stuff...</b>	Barking dog	Presenting by just reading from the slides	Odd item spotted in the background	Cat walking across screen

Take this to your next online meeting. If you get a line or a full house tweet it to @leejackson #badtalkbingo #getgood

<b>Presentation Skills...</b>	Way too much content	Acronyms without explanation	Talking too fast	Jargon
<b>Presentation Skills...</b>	Random story	Not looking at the camera	Overly long intro	Over running the allotted time
<b>Odd things that happen online...</b>	Virtual background making their head look odd!	<b>Bad Zoom Bingo!</b>	Screaming child or partner	Nipping to the loo!
<b>Viewing their shared slides...</b>	Terrible or dull template	Comic Sans font!	Blurry photograph	More than 3 bullet points
<b>Random stuff...</b>	Barking dog	Presenting by just reading from the slides	Odd item spotted in the background	Cat walking across screen

Take this to your next online meeting. If you get a line or a full house tweet it to @leejackson #badtalkbingo #getgood