Persuasive Presentation Checklist

by Yes Yes Marsha

Checklist before you start writing:

1. **Are you clear on your goal for this presentation?** ☐
   What is that goal? _____
2. **Are you clear on why YOU care about this information?** ☐
   Why do you care? _____
3. **Are you clear on the problems [that your audience thinks exist] which your presentation solves?** ☐
   What are they? _____
4. **Are you clear on the desired outcomes [that your audience thinks are needed] which your presentation delivers?** ☐
   What are they? _____
5. **Are you clear on any myths or objections that they might have about what you're presenting?** ☐
   What are they? _____

Checklist for when you've written the presentation:

☐ **Presentation opening that seeds interest**
Example: Today we will talk about [1-3 points related to the problem or desired outcome], as well as [something to spark curiosity — e.g."Including the one thing…" "Including three points which will make you rethink XYZ…"]

☐ **Audience's [perceived] problems have been addressed**

☐ **Audience's [perceived] desired outcomes have been addressed**

☐ **Colourful activities**
stories, analogies, jokes

☐ **Call to action**
If relevant

☐ **Ending wrap-up which includes a clear recap of points relating to your goal**

☐ **An edit pass to see if you can cut it down**
Imagine every word costs $20. Where can you save some?

☐ **Content mapping**
Go through the script and highlight words you'll enunciate

☐ **Practice out loud**
At least once. To an empty room is fine!

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YES YES marsha

Marsha Shandur (of Yes Yes Marsha) believes that storytelling skills are the key to effective and ethical persuasion. A Storytelling, Communication and Presentations Coach and Trainer, she has taught thousands of executives, entrepreneurs and professionals across the world and has got rave reviews from clients like Meta, Royal Bank of Canada, Loblaw Companies Inc, the Government of Canada and Shopify. Before launching Yes Yes Marsha, she spent 15 years working as a Radio DJ, where she gained a powerful understanding of how to tell stories in a way that fosters connection, trust, engagement and loyalty. Her work has been featured in Forbes, the BBC and Mashable.

To find out more about the work Marsha does, book a no-obligation, free call with her by clicking HERE

Or to learn more about how Marsha can help you transform you and your team's persuasion and communication skills, have a look at YesYesMarsha.com/workshops

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