

Eliminate These “Don’ts” and Win Clients

A quick way to strengthen your presentation is to eliminate common pitfalls that will tune your audience out before you’ve turned on the first slide. We reached out to agencies and business owners and asked them to share presentation “don’ts” that top their list.

DON'T

1. **Lack of practice.** They can tell when presenters are not comfortable speaking.
2. **No clear structure.** What does the presenter want us to know?
3. **Muddy points.** When there’s no there there.
4. **Data coma.** Overload us with features and facts over value.
5. **Not enough stories.** Concise examples and stories are easier to remember.
6. **Not enough “me.”** Too much time talking and little time listening to our needs.
7. **A weak opening.** Say something to grab my attention.
8. **Overused phrases.** “We’re excited to be here” and “on time and on budget” are ready for retirement.
9. **Lack of confidence.** Your nervousness makes me nervous to do business with you.
10. **A weak close.** Make your last impression a strong one.
11. **Too many fillers.** We’d also prefer less acronyms.
12. **No emotional connection.** We are uncertain about your ability to meet the job requirements.

