

YOUR GUIDE TO Using Slide Shows to Market Your Business and Educate Your Audience



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You have no doubt been in a meeting or attended a conference where the speaker has used a presentation of slides. Most likely those slides were created in Microsoft PowerPoint.

“Showing rather than just telling” your audience is a maxim that’s probably as old as public speaking itself. Giving your audience a visual image is one of the best ways to get and keep your audience’s attention. Slide shows make your business presentations more interactive and interesting.

Showing examples of your work through photographs, charts, graphs and many other forms keeps your audience engaged in what you are talking about.

Slide shows help those who learn in different ways to grasp your message. People learn in both auditory and visual ways. By simply speaking or writing you capture only auditory learners. With slide shows you capture visual learners as well.

Slide shows can be used for different types of presentations to help educate your audience as well. For example, a how-to or tutorial type presentation uses slides to show the steps of how to do something in a concise but helpful way.

There are many ways to use slide shows. PowerPoint is one of the easiest tools to use to create your slide shows. In this report, you’ll learn why and where you should use slide shows, as well as how you can use slide shows to promote your business and ways to use slide shows in your products. You’ll learn how to use SlideShare and Photo Story to create slide shows and turn your slide shows into videos. You’ll also find tips on making your slides professional looking.

Why Use Slide Shows

Slide shows are an excellent way to present information like images and text in a way that is organized and efficient. There are many reasons to use slide shows. For one, they are universally known. Anyone who is online knows how to use a slide show. They can be used anywhere and by almost anyone.

So where can you use slide shows?

- **Classrooms**

Using slide shows to teach in the classroom helps your students get a visual of what you’re saying. Showing your audience different types of images through PowerPoint slide shows enriches what the speaker is saying. Photos, graphs, charts, maps, illustrations and highlighted text give the student another perspective on the subject matter of the presentation.

- **Websites/products:**

Portfolios showcasing images from a single product can be displayed in a compact and organized manner with a slide show.

Web pages can benefit from having a slide show that features the benefits of your services or your products services. Or use a slide show to showcase featured or your best posts.

- **Webinars**

Slide shows are natural element of a webinar. They turn a boring voice presentation into a visual follow-along for your attendees.

- **Turned into Videos**

A slide show naturally works well as a video. By adding in narration, you can quickly create a training video, how-to video or even a product demonstration.

Promoting your Business with Slide Shows

Promoting your business often means providing some type of lengthy explanation. But most people won't read your wordy reports. And many videos can be time consuming to produce and costly to create.

Slide show presentations, on the other hand, are an effective way to explain what your products and services are and what they do. Creating your slide presentations in a mobile-friendly, likeable and shareable way makes it easy for others to share them and to recommend your business.

Publishing your PowerPoint slide show on the popular platforms like SlideShare and SpeakerDeck can get them placed high in search results. This can drive a considerable amount of new traffic to your website.

Here are five more ways to promote your business with slide shows.

1. Post on your social media channels. LinkedIn, for instance, is where business professionals go to become educated on industry-related topics. Posting your well-designed slide show will draw these professionals to your content. Add a slide show to your Profile Summary page on LinkedIn by editing your profile and clicking the box with the plus sign beside it to add a link to your slides.

Tips: Whenever you post a presentation on LinkedIn, be sure to share it as a status update in both your personal profile and company page.

2. Tell your company's stories. Slide shows allow you to provide a visual narrative about your company and what it has done your clients. Include success stories of your clients and your business accomplishments.
3. Create a slide show of your online catalog of products or services. Simply take your online or print catalog and convert it to a slide show deck. This allows people to quickly see what you have to offer. If you have a lot of products or services, take your most popular and do a feature slide show of them.
4. Exhibit your expertise. Slide shows based on your expertise can help promote your business while building your reputation. One way to do this is to create a

slide show that answers the most common questions about your topic. You can then post a link to the slide show whenever someone is looking for these answers. Create a brief, helpful and fun slide show that others want to share.

5. Pitch investors. A slide show can be created to pitch investors by explaining the value of your business or your startup idea. Post them online where they can be indexed to attract a wide audience of partners, professionals, advisors or collaborators.

Slide shows are another way for you to get your product or services in front of customers and clients.

Using Slide Shows to Educate

Slide shows aren't just for webinars or marketing. They are a great way to present material to educate your customers and clients. They can be a valuable asset in helping others understand how to use your products or for training them on new services.

- Slide shows can be used as a way to educate your customers. Create how-to tutorials that use slides to demonstrate the step-by-step process of a product, software or service.
- Use them as a way to educate your staff. Create a PowerPoint slide show demonstrating your customer service policies, training them on new products or services, and on your process of how to do certain tasks.
- Slide shows can be used to teach your new students how their membership works. Turn your slide show into a video that shows and tells the new member the best ways to use the members' area.
- A slide show of tips in your niche can be given as a free gift to your subscribers. Create a slide show of tips on how to do something in your niche.
- A slide show can be used to educate used to create online courses. These courses can help your clients learn different processes or techniques on your topic.

Slide shows, when used as educational material, add new level of visual appeal to your products. Educating others is easier when they can view the material instead of just hearing or reading about the steps to do something.

Monetize Your Slide Show

Once you've created slide show, you want to be able to monetize it. You want to be able to turn your traffic into revenue. You can place your presentations on SlideShare as well as other places and monetize them in different ways.

The top 7 ways to monetize include:

1. Adding links within your slide shows. These links are clickable on SlideShare. Be sure to link to affiliate products and your sales pages. You also want to link to squeeze pages to build your list.
2. At the end of every slide show, add a few links people can click on to learn more about you. Include links to your lead magnets, main products or services.
3. Add a lead generation form into your presentation if possible. Premium SlideShare users can do this.
4. Optimize your slide show for searches. Use tags and metadata to make it easier to find your presentation in both internal searches such as SlideShare, but for the search engines as well.
5. Embed your slide deck on your website. Be sure to include hyperlinks in the description, as well as on the slides themselves.
6. Embed the slide show on social media sites.
7. Connect with others by using including quotes from them in your slide shows. Offer hyperlinks back to their websites. They will see the inbound traffic from your slide show.

Creating a slide show is a good way to add a new level of content to your marketing plan. Using these tips can help you earn revenue and traffic from those same presentations.

Tips for Creating Effective Slide Shows

PowerPoint allows even non-experts to create a strong slide show presentation with its user-friendly tools.

To create an effective slide show follow these key tips:

1. Add Visuals

Use your own quality photos, charts and illustrations instead of the ones provided by PowerPoint. Opt for images that work well on both a laptop and a small mobile display screen.

- You should have more images in your slides than text.
- Don't use images to embellish.
- Use images to reinforce your message.
- Images should help explain or tell the story.

If you don't have your own images, you can use images from Flickr or other image source – just keep copyrights in mind.

2. Create Your Slides

Begin by creating an outline of what information you want to include. Gather your images and copy.

- Keep your design simple and basic.
- Pick a font that is easy to read.
- Select a font and color for headers.

3. Keep it Consistent

- Use the same font on all the slides.
- Keep colors the same or coordinated throughout.
- Add your logo.

4. Use Contrast

The best choice is always black text on white background.

- If you use colored background or text, keep the contrast sufficient.
- Don't use too many colors at once.
- Match colors to the design and your branding.

5. Easy on the Text

- Use text sparingly.
- No long sentences.
- Use bullet points, but sparingly.
- Use graphs, charts and simple graphics to get your point across.
- Instead of a long list of bullets, use a short blurb.

The main thing to remember when creating your PowerPoint slides is to keep it simple and straightforward. Don't use a lot of transitions, images and design details that overwhelm what you are presenting.

How to use SlideShare to publish your slide show

There are several tools you can use to publish your slide show. One of those is SlideShare. Publishing your slide show on SlideShare is an easy process. SlideShare is a free application that makes your presentation available to view online.

Step One: Create your presentation in PowerPoint. SlideShare supports the following formats:

* Presentations: pdf, ppt, pps, pptx, ppsx, pot, potx (PowerPoint); odp (OpenOffice)

* Documents: pdf, doc, docx, rtf (MSOffice); odt, ods(OpenOffice)

* Videos: mp4, m4v, wmv, mpeg, avi, mov, mpg, mkv, ogg, asf, vob, 3gp, rm, rmvb, flv

* Infographics: pdf

Step Two: Sign In to your SlideShare account. Click on the “upload” button to begin the publishing process. You can upload files from your computer or from cloud.



Step Three: Choose your options. You can rename your presentation, assign a category for your slide show and create a description for it. Your title should grab attention. Add tags to your slide show and then click on “Save and Continue.”

The image shows the 'Add details' form in SlideShare. At the top, there are two tabs: '1 Add details' and '2 Share Your SlideShare'. The 'Add details' tab is active. The form has the following fields: 'Category' with a dropdown menu showing 'Choose category'; 'Description' with a large text area; 'Tags' with a text input field containing 'several tags by comma'; and a 'Vitality Score' section with a progress bar and a description: 'Adding more information (copyright, tags, keywords) makes the slide set more useful to your users. The score increases as you add more info.' At the bottom of the form is a 'Save & Continue' button.

That's it. You now have your presentation on SlideShare that's ready to market. You'll be given an embed code to use on your website. The presentation can be instantly shared on social media sites.

Using Windows Photo Story

Windows Photo Story 3 is a free application that allows you to turn your slide shows into videos. It was originally created for Windows XP. Another option includes Windows Media Player.

If you don't have Photo Story, you will need to download it. It is a free application.

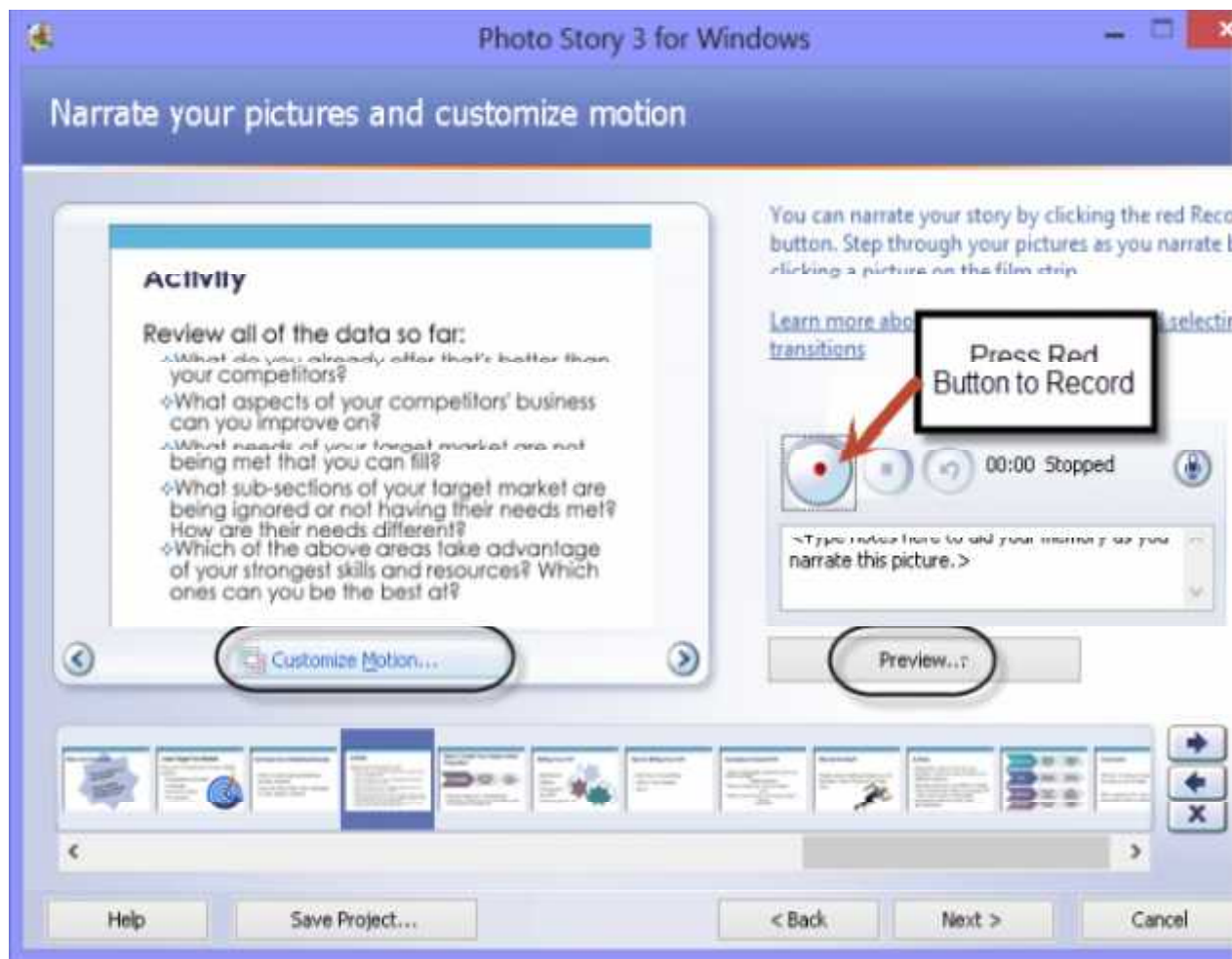
Begin by saving your PowerPoint presentation as a JPEG file. Click "Save as" and then "Save as type" to scroll to the JPEG file setting.

Open PhotoStory. Import your PowerPoint JPEG file. (Control + Click on each slide to import them all). Then arrange your pictures in the order you want them. You can edit them here to if you need to, such as adding a caption.

Click Next.

In this step you can add narration to your presentation. Make sure you're on the slide where you want to add narration.

1. Click on the red button to record.
2. Record your narration. Click on the stop button. Note: Narration for each picture cannot exceed 5 minutes.
3. Test your voice-over by selecting the Preview button.
4. If acceptable, repeat steps 1-3 for each slide.
5. Click stop on Preview screen when finished previewing.



On this same screen you can add motion.

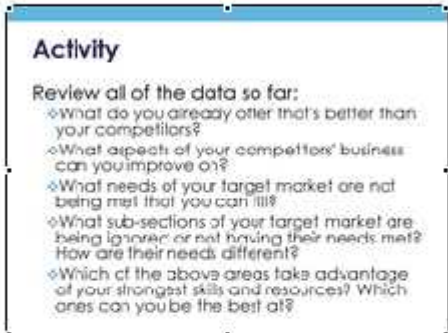
1. Click on the image in the timeline you wish to work with.
2. Click on the Customize Motion button directly below the picture.
3. Click on the top box "Specify start and end position of motion." This activates the other boxes.
4. Timing will need to be adjusted for each slide for the narration. Click the radio button under Duration for the "Number of seconds to display the picture."
5. Your first slide will need the box "Set start position..." checked. The end slide needs the "Set end position" box checked.
6. All of the other slides in the presentation will need both boxes checked.
7. Click Preview when finished to see if everything looks correct.
8. Click Close.

Motion and Duration **Transition**

Motion

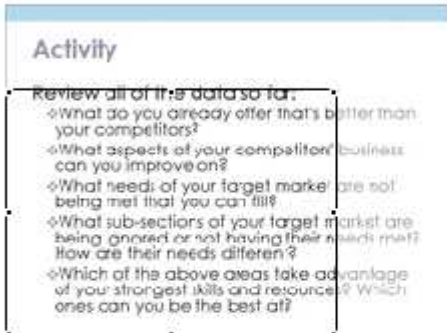
☒ Specify start and end position of motion

Start position:



00:02:30.0 960 x 720 pixels

End position:



00:02:35.0 720 x 540 pixels

☐ Set start position to be the same as end position of the previous picture

☐ Set end position to be the same as start position

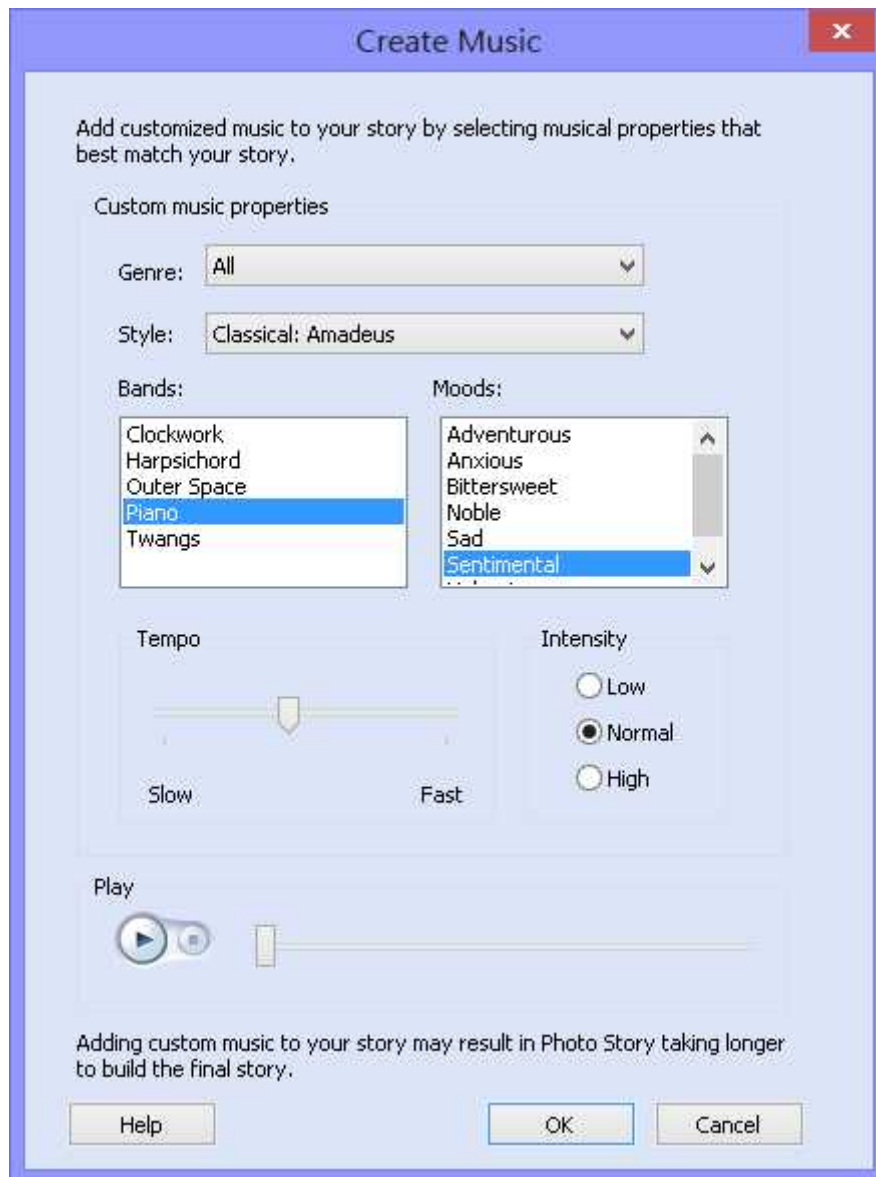
Duration

☒ Set duration automatically

☐ Number of seconds to display the picture 5.0

You can now add sound by using the create or select music button.

1. Click either the Select Music button or the Create Music button.
2. The Select Button lets you select from mp3 files you have created or downloaded.
3. The Create Music button lets you use the music in the Photo Story program.
4. Click the Create music button to add music.
5. Click play to preview. Click OK.
6. The music loads into the track.
7. Reduce the volume on the music track by sliding the slider, if needed.



Click Next

Click Save your story. Click on “Save your story for playback on your computer.”

Browse and choose where you want it saved.



Click next.

That's it. You can now view it on your computer.

iMovie (<https://www.apple.com/mac/imovie/>) is Apple's alternative to Photo Story 3 and is a good choice for Mac users who want to create digital stories.

You can quickly and easily turn your PowerPoint Slide show into a video with Photo Story.

How to Create Scripts for a Live Setting

Using a prewritten script for your slide show presentation is a good option when your presentation will be recorded. But how about scripts for a live setting? How can you create them and still have a personal touch?

You still need a script, but it will be more like an outline. A script will help you deliver a quality presentation or webinar without the verbal pauses (uh...., ummm..., etc.) that comes from trying to do a live presentation off the top of your head.

A good, well-developed script should accomplish three parts to your presentation; the introduction, the main body and the conclusion.

Here is a basic outline for your script:

- Introduction of the topic
- Introduce yourself and any other presenters
- The substance of your presentation
- Conclusion that includes:
 - Thanking the speaker
 - Overview/summary of the webinar
 - Calls to action
 - Conclusion/outro

It's best to know your material when creating a successful presentation. Knowing your material means your script can be more of an outline than a detailed script.

Use the bullet points from your slides as cues to what you want to say. You should be able to talk for two or three minutes about each bullet point if you know your subject.

Use a typed out cue card script if you have mostly graphics in your slide show.

Another option is to fully write out every word of your script and then to memorize it. Just make sure that your delivery doesn't come off as uninteresting and boring.

Once you've created your full script or cue cards, rehearse it. Go over it several times until you are comfortable with it. Then you are ready to go ahead and give a good presentation.

Tips for video narration

Narrating your video shouldn't sound like you are reading a book from inside a tin can. You want your audience to be excited and comfortable with your presentation. Here are some tips for video narration:

- Use an external microphone if possible. There are many reasonably priced headsets on the market today. Find one that is comfortable and has good sound.
- Be Flexible. Don't be tied to your presentation script. Modify your presentation to meet the needs of your participants.
- Don't read your slides. Paraphrase instead.
- Don't try to say everything shown on each screen. Use short bullet points so you can fill in with your own words when speaking.
- Engage your audience from the beginning. Tell a story, use humor or ask a challenging question.
- Give your attendees examples and personal anecdotes.
- Involve the audience.
- Review and summarize your content in the end.
- Practice. Practice. Practice. This helps you get rid of the ums and uhs.
- Vary your pace and pitch. Add areas of calm and moments of silence. Show excitement in other areas of your presentation.

Narrating your presentation doesn't have to be boring or scary. Take your time before hand to practice. Make it personal and friendly and be confident in your speaking skills.

Finding Stock Music

Most experts agree that you should stimulate as many senses as possible during a presentation to get your message across. To enhance your visuals you might want to add audio. Adding a beautifully crafted music score adds to the emotional side of your viewer.

You can't just upload a clip from your favorite CD though. Copyright laws forbid this. Fortunately, there is abundance of terrific audio resources available for your presentations, such as:

1. Presentations Magazine (<http://www.presentationmagazine.com/free-powerpoint-sound-clips-11831.htm>)

Presentations, as the name implies, is the leader in the presentation market. They offer advice and guidance as well as a wide variety of resources, including audio clips for your slide show.

2. AudioMicro (www.AudioMicro.com)

AudioMicro has a huge collection of stock audio. The collection is user-generated, royalty-free stock music, sound effects, music cues and production music.

Of course, you can always find stock music on YouTube to add to your slide show. The YouTube Audio Library has a large collection of music tracks that you can use freely by downloading and adding to your video. The tracks are royalty-free.

Where Do You Go From Here?

Microsoft PowerPoint slide shows have been created for almost every industry. People from all skill levels can easily create a slide show to use for presentations, tutorials and for promoting their products or services.

It's been proven that showing instead of simply speaking to your audience is one of the best ways for people to learn. Visuals, whether they are images, charts, graphs or something else, grab your reader's attention and hold it better.

Now that you know why you should be creating slide shows and how to turn them into videos, you are ready to use them in all your marketing presentations and as a way to educate your customers.

Take the time to learn how to use PowerPoint to create some awesome slides. Play around with it before you make your final presentation. Most of all, have fun.



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