



# CREATIVE BRAVERY

## Lesson 5 Supportive Material - Sonia Beldom's Top Tips for perfect presentation

Whether you're a presentation novice or master, presenting work can be nerve-racking. Luckily, Sonia Beldom knows just how to get you pitch perfect. Here, she shares five top tips, taken from her [Masterclass on Powerful Presentation](#) and Pitching Skills.

When you appear confident from the moment you walk into a room, you're 90% there in presenting yourself in the most positive light. First impressions really do count and perceived wisdom is that people make up their minds about you within 1.5 seconds of seeing you. Then it's down to body language and non-verbal communication, before actually listening to what you have to say. On this course so we'll be learning the essential 'confidence tricks' to promote you and your service or product. But first, here are the four essentials for any great pitch or presentation.

### **No.1 - Creating a Great First Impression**

If you appear relaxed, approachable, healthy and happy you will instill confidence in your audience, team or clients . If it comes from within you it will show.

### **No.2 - Preparation**

If you fail to prepare, you must prepare to fail. It's so true. We all work best when we've practiced our presentation – no matter if that's 5 minutes beforehand or at a rehearsal with your team. By having your pitch prepared you can relax into it, knowing that you have all the crucial points in mind.

### **No.3 - Tasty Takeaway**

Presenting is a two-way process, people often forget that. Learn the importance of providing something quotable, shareable and memorable.

### **No.4 - Telling Your Story**

People buy people, so learn how classic storytelling techniques can help give context, content and relevance to your presentation. Imagine Virgin without Richard Branson, or Apple without Steve Jobs.