

# Finalize your content!

## Preparing the presentation of your content!

Let's talk about preparing the presentation of your content! Argh, yes, that can be challenging but here are some tips and tricks on how you can keep the attention of your audience from start to finish:

### 1. Know your audience

Forgotten? Look it up in your notes! What do they like and understand, and what kind of language should be used? Can you use slang words? Ta!!! Or better avoid them? If the audience is your age group, just stick to YOUR communication style, your JARGON!



### 2. Have your goal clearly in mind

Especially when you share some complex knowledge. Please, don't get lost or distracted! Ask yourself: What do I want to achieve? It will help you to turn your audience into your biggest fans and they will support you and your idea.



# Different



### 3. Use data and emotions to connect with your audience

Well, THAT's a bit tricky, because first it depends on the content and secondly people are different. Some need data, figures, and numbers in order to understand content and some want to experience it through feelings and emotions. Now YOU need to find out what type of audience you are dealing with and prepare your presentation accordingly.

### 4. Be ORIGINAL!

And last but not least: don't copy and paste others' ideas, be ORIGINAL! Be courageous and think outside of the box!

Once you and your buddy have agreed on the content, defined your audience and goal, got an idea of mixing data and emotions in the right format... Ups, hang on. Format? Whaaaaat? What format should you use? Calm down, take a deep breath...and get some ideas in the next tutorial! Chop, chop, off you go!

