

THE WOW FACTOR REPORT



*How To Guarantee Your Audience Falls In Love
With Your Next Presentation*

5 Simple Ways To Ensure Your Presentations Have A
"Wow Factor" Every...Single...Time.

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How To Guarantee Your Audience Falls In Love With Your Next Presentation

Imagine 2 different scenarios before you give your next presentation.

In the first scenario you spend days, possibly weeks, preparing your presentation, and honestly, it’s not as much fun as you thought it would be.

The time arrives for you to give the presentation and, you feel a little bit nervous....

You walk up to the front of the room, make sure the screen is showing your first PowerPoint slide, you get everything ready, and finally you begin.

As you start speaking, however, you notice that most people in the room are paying attention to everything BUT your presentation...

One person is checking email on his phone, two people are softly whispering to one another, another person is busy texting, and most people in the room look like they are suffering from a rather severe case of boredom.

Before I move on to the second scenario, let’s first try to understand why this scenario is so painfully common.

Let me first ask you this: Why do people continue to use PowerPoint?

Why don’t people just talk or use a whiteboard?

There must be a reason why this particular product became overused to the point that as soon as you walk in front of an audience with a PowerPoint presentation you’ve already lost them.

Well, there is a reason for this, and it’s a frightening one...

But let’s see what happens in the second scenario before we continue.

In the second scenario, you prepare the same exact presentation in half the time, have a blast doing so, and as you walk into the room you can literally feel everyone’s excitement.



People have actually turned their phones off, and you can hear them whispering about how they can't wait to see your presentation!

So what caused this change in reaction? If the content was exactly the same, and you were the presenter both times, why was one presentation boring while the other had that "Wow Factor"?

I'm about to tell you...

In this report I'm going to share the 5 ways to create presentations that have the ultimate "Wow Factor"! No matter how talented you are at presenting, these 5 tips will have you creating masterful presentations, and presenting like a rock star, every single time!!

The problem of "Boring Presentations" is actually worse than many of us think.

We live in an age where the scarcest commodity is no longer gold...

It's not even food...

The scarcest resource in our world today is:



Attention

Think about it,

Why have Google, Sony, Microsoft, Ford, Coca Cola, and many other Fortune 500 companies gone out of their way searching for methods to improve how they capture their customer's attention?

Because attention is our scarcest resource today.

-  Lack of attention is what destroys a company's ability to succeed.
-  Lack of attention prevents a client base from buying products.
-  Lack of attention keeps your audience from listening to anything you have to say

Here's the proof:

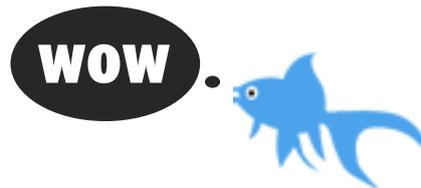
Dr. David Rock, a Neuroscientist and author of "Your Brain At Work", writes that "we have all of these new, distracting technologies in our lives that our human habits have just not caught up to."

The challenge is that we have don't realize the true cost of distractions. They use up the limited supply of attention that we have, and make us far less effective and efficient.

For example, a University of London study found that "always being connected (and distracted) impacts your IQ in a way that is equivalent to losing a night's sleep."

Furthermore, in 2013 a study was conducted by The U.S. National Library of Medicine researching whether "a Goldfish or a Human being had a larger attention span".

Guess who won?



That's right: The Goldfish!

A Goldfish has an attention span of 9 seconds compared to a human being who only has an attention span of 8 seconds.

The study went on to give further insight as to why this finding is not a surprise, though many of us are completely blown away by it!

"It's no surprise attention spans have been decreasing over the past decade with the increase in external stimulation", so it's no wonder why you're having such a hard time creating a "Wow Factor" with your presentations - you're fighting the biggest battle in the world...

The battle of grabbing your audience's attention.

If you do NOT grab it, and grab it quickly, your audience won't care about anything you have to say and your business won't grow.

That's why it's so crucial to create that "Wow Factor" when you're standing in front of any crowd.

On all accounts, if you don't remember anything else, remember that the most valuable resource out there is "attention"!

My Story

I'm not sure if you know my personal story, but I come from the corporate world where presentations are a standard part of everyday life.

You're constantly presenting to colleagues, clients, bosses, and it's just something you have to do all the time.

And I can tell you that there is ONE thing you want to achieve every time your present...

The "Wow Factor" ...



You know what I'm talking about, right? The "Wow Factor" is when you are presenting and you can feel the excitement intensifying in the room. Everyone is sitting on the edge of their seat, and they just can't get enough of what you are saying.

What we often underestimate in this setting is the importance of that little slide projected on the screen just behind you. It actually plays a disproportionately important role in how the audience perceives you.

Back in the day, when I was limited to only using PowerPoint, it was really difficult to achieve a great response from my audience.

As soon as I'd show my opening slide the looks on my audience's faces screamed "Oh great, not another one of these..."

They knew what was coming... They knew what the slides were going to look like, they were tired of bullet points, of all the "reading ahead what's on the screen instead of listening", and, most importantly, they were just plain bored by how static and dull the whole thing was.

It was upsetting because when you're in business your presentations are crucial to your success, and here I was forced to share my content like everyone else by way of dull, static presentations....

I was becoming increasingly aware of the "personal brand" impact this had on me: If my presentations were dull and static, well what did that say about me?

I decided to look into hiring a professional designer to "pep up" my presentations. Guess how much that costs? Between \$700 and \$3,000! PER PRESENTATION!!!!

Who has that kind of money lying around?!?!?!?!?



So one day as I walked out of another frustrating presentation, it dawned on me:

If there's no one who can help me create a "Wow Factor" presentation without charging me an arm and a leg, then I'll come up with a way on my own!

This idea was the seed from which PowToon grew, and it was the mindset that led to the creation of PowToon #Slides.

I gathered a team of Renegade Scientists, worked day and night, and finally succeeded in creating a new Presentation Tool that will revolutionize how the world gives presentations.

You can now have a “Wow Factor” every single time!

Having said that, #Slides is focused on making you look designed and cutting edge. You’re still responsible to come up with coherent content, and that’s the purpose of this report.

As part of the launch of our **disruptive** new product, we are sending you some helpful tips to ensure you no longer suffer from the “Presentation Boredom” virus.

So here are 5 simple ways to create a “Wow Factor” with your presentations, every single time.

Structure

Aristotle said it best when he elaborated on the way a story should be structured, “A whole [story] is that which has beginning, middle, and end”, and while that doesn’t sound too profound - it is.

Most presentations don’t have structure, thus making “attention grabbing” virtually impossible. There is no attention grabbing beginning, no heart-capturing middle, and no finale that has your audience on their feet and clapping.

Firstly, to get people’s attention you need a well-shaped structure.



So let me introduce you to Nancy Duarte...

Nancy Duarte is a best-selling author of “Slide:ology: The Art and Science of Creating Great Presentations”. In her work, she shares a critical 4-part structure that’s been used in the greatest presentations in human history, including the Gettysburg Address, and Martin Luther King’s “I have a dream” speech.

- 1) Here’s What Is [Beginning, Presenting a deep problem]
- 2) Here’s What Could Be [When the problem is solved]
- 3) Go Between Problem & Solution. [The Middle] The middle section of the presentation should go back and forth, between what is and what could be.

4) Introducing The New World. [The End] Give a powerful finale by presenting a new, grand solution. Include a clear call to action that leaves the audience “Wowed” with possibility and inspiration.

Remember, this structure was used to literally change the political landscape of an entire country, innovate a Multi-Billion Dollar Industry (Smartphones), and followed the exact structure of the greatest presentations in human history.

Now that you have the information regarding the Structure of a great presentation, let’s zoom in on more detailed strategies to ensure your “Wow Factor” is through the roof.

FOCUS

I once sat through a presentation that was attempting to raise serious funds for a new Real Estate project.

Aside from the fact that it was world-class BORING, and so painful to sit through, there was one HUGE mistake that they made:



Too many words on every slide.

It was impossible to focus on whatever the presenter was talking about because he was overloading each and every slide with way too many words.

Your goal is not to exhaust your audience with tons of facts and information, your goal is to help your audience grow, improve, solve problems, learn insights, and leave better people than they were before.

This can only happen when you, as a presenter, respect your audiences attention enough to Laser-Focus your message.

Did you know that Steve Jobs used a font size of 60 in his presentations? Not 12 or 20, but 60! He did this so that you could ONLY focus on what he was saying. Laser-FOCUS isn’t a lot of words in tiny fonts, it’s as little words as possible in HUGE fonts.



For your next presentation, try using less words and FOCUS your messages with laser-precision so that your audience walks away better off than before, with a clear message in their mind.

? WHY

When you explain the WHY behind your presentation it grabs your audiences' attention.

Do you know what your audience is thinking when they go to sit down in the room? They're asking themselves why they're here in the first place. They're asking why this is important at all?

Studies in Neuroscience have actually shown that our brain is wired to respond emotionally when something begins with WHY, so as soon as you even explain the WHY of your presentation your audience immediately connects with you on a deeper, more emotional level.

WHY = Grabbing Attention.

Make sure to explain your bigger "Why" behind your presentation to connect more deeply with your audience

STORY

Around 2008 the United States hit a big recession that changed the lives of millions of people around the world...For the worse.

While everyone was talking about how bad the economy was, how little money people had to spend, and how no one was buying anything, there was one exception:

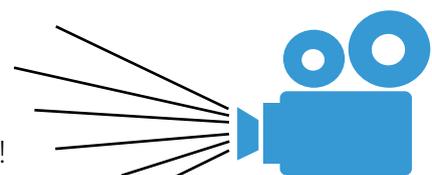
The movie "Avatar".

Avatar was a big-budget Hollywood movie that came out in one of the worst economic recessions, and yet it made over 1 billion dollars in revenue.

How do you make over 1 Billion dollars when no one has money to spend?

And do you know the strangest part of all of this?

That this Billion Dollar Project was nothing more than a story!



You see, even during the worst times people will ALWAYS listen to an interesting, captivating story.

Because when people didn't have any money, they still spent \$10 to go and see Avatar.

GOOD STORIES GRAB ATTENTION.



Probably the most important element of creating a **“Wow Effect”** is making something visually stimulating and engaging.

Most people learn visually meaning that they need more than just words or text.

People have too many distractions that constantly steal their attention, so in order for you to WIN big on the “War of Attention” you need to create visually engaging presentations.

This is another reason why it's so painful that PowerPoint has been our only option... Until now!

You can, however, create visually engaging PowerPoint presentations, but keep in mind you will also have to spend between \$700 and \$3,000.

Just last night I was speaking with friends in California who are small business owners. Their business relies almost entirely on presentations.

Do you know what they told me?

They are currently scouring the internet to find designers who can make powerpoint templates to match their brand with the transitions they want.

And they can't find anyone within their budget.

So they had to do it all themselves. They stayed up until 3am the night before their big event to make sure their presentation looked just right.

And they still said it wasn't what they really wanted.

After hearing their story, I told them the good news:

“You don’t have to keep on looking for a designer, you don’t have to stay up until 3 am, and you can finally create exactly what you want with no regard for the minimal cost. Something professional, fast, fun, and a presentation that will “WOW” every time!

PowToon | Slides

I can’t even tell you how excited I am about this....



We’re about to release a brand new product that will completely revolutionize the way the world gives presentations.

You might remember a survey we sent out a few weeks ago that addressed your frustration with both presentation creation, and presentation giving. Well, we compiled the data from that survey, as well as various other research polls and customer interactions, to discover that there are 3 main problems that most people experience when they create presentations:

- 1 How do I look cutting edge when I present? I don’t want to look outdated and boring!
- 2 How do I get my audience to pay attention?
- 3 How do I maintain my audiences engagement?

Keeping these 3 problems in mind, our PowToon scientists, with the help of a team of the most brilliant designers, created a revolutionary presentation software that gives users the ability to make truly stunning and engaging presentations with just a few clicks of the mouse. The new designs, templates, and themes that our phenomenal designers have created will essentially make this product an outsourced design center for all of your presentation needs.

Where previously you could only create a truly polished presentation with the help of an expensive designer, with PowToon #Slides you will get a level of artistry and professionalism from the very first moment you start working on your presentation, effectively eliminating any need for outside help. In short, the focus of #Slides is to allow presenters to look great from the first moment their audience sees the screen to the last moment when their call to action has been communicated.

Design and animation give any presentation created with #Slides that **“Wow Factor”** every time!

To go above and beyond the call of awesomeness, if you use the tips that you learned in this

report, combined with the #Slides presentation software, there is no question that you will instantly become a presentation rock star!

Here's the good news:

Because you're a treasured member of the PowToon community, we're going to give you this new tool before anyone else, just make sure to register for it [Here](#).

Let me know how this report has helped you. The Scientists and I read every single comment and try to reply to as many as we can, so engage with our awesome community! We'd love to hear your thoughts!

Be Awesome,

Ilya

PowToon's Chief Executive Unicorn and Chief Scientist

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