

# Super Seminar Tips & Tricks<sup>®</sup> by Frank Maselli

## Episode 7:

# Using Visual Builds

It's a well established fact that 65% of people are primary visual learners. That means you need to have some kind of presentation to show them during a workshop.

You're probably familiar with PowerPoint and other programs that present some kind of visual information, so this is not new to you at all. Creating great PowerPoint visuals is actually pretty easy, but most advisors don't do it themselves. They buy or use slides created by a outside companies or by their own marketing department. That's OK, but...

## How effective are your slides?

Based on the gigantic number of programs I've seen, they are not as effective as they could be. There are many issues that seem to crop up constantly:

- **Text too small**
- **Way too much text on the slide**
- **Bullet paragraphs instead of shorter points**
- **Insanely complex graphics**
- **Bad color scheme**
- **Over-use of stock images**
- **Too little (or too much) movement**

These are all potential problems and usually easy fixes. A big part of my coaching service is "fixing" advisors slide shows. We can't change compliance approved content without a major hassle, but a few small tweaks in how that information is delivered can make a huge difference in your success rate. One technique we use a lot is called a...

## Visual build

A "build" is where elements on the slide appear one at a time instead of all at once. These might be bullet points, images, or pieces of a chart, table, or graph.

## Why use builds?

Whenever you click on a slide and something new appears on the screen, the audience gets temporarily lost. Their brains scramble to absorb and understand what just appeared before their eyes.

But while that scrambling is going on, you're up front talking about something. So they are trying to listen to you, read the screen and connect the visual to your words. This is a very big challenge, especially with material they've never seen before.

By using a build, you are controlling the flow of information on the screen so that it's aligned with your words. This keeps the audience on track and helps them understand your program infinitely better.

## Prevent read-ahead

With a non-build slide, you may be talking about bullet point #1 but they are reading #4. It's like an orchestra where the strings are playing bar 91 but the horns are on bar 112. That's a cacophony! You want everyone on the same "sheet of music." The more that audience stays with you, the better their enjoyment and your business results are going to be.

## Drama

Builds can also create some drama and excitement. For example, in my "Sequence of Returns" PowerPoint, I don't want them to see the final portfolio numbers until I've walked them through the returns and allowed them to digest the idea of a different sequence. Then BAMN...we hit them with the number and the whole audience goes "Ooohhh!" It's that reaction that drives appointments.

## Graphs and charts too

We love graphs and charts in our business, and rightly so. They can illustrate critical trends far better than mere words. But here again, using builds can make a big difference.

Creating a build like this can be tricky. Sometimes I will replicate the slide with the graph and use a series of opaque boxes to block out segments of the image until I'm ready to explain them. But more often I will simply re-create the graphic myself. It takes time, but I know it's going to be right.

## Look over your program

You might not need a build on every slide, but I'd guess most would benefit a lot. This can even be done with PDF versions of a presentation (although it's a lot more difficult.)

## Success is up to you

The business success of your seminars depends partly on the material you're presenting, but more on the WAY YOU PRESENT IT! You don't need to become a PowerPoint master yourself. But if you want to help more people and drive revenue from your workshops, some advanced skills (or some help) will make a huge difference.