



# Four Tips for Making A Memorable Presentation

## 1. Rehearse

You practiced to master your woodturning technique. Practice what you plan to say so you can explain your technique clearly and concisely, as if talking about the subject is the most interesting thing in the world. Rehearsing will also help put you at ease when you do the demo.

## 2. Keep it simple

Build your demonstration around a few key points—the most important things you want your audience to remember. Avoid the urge to try to explain everything you know about the subject. Less is more. To understand why, keep this math in mind:  $1+1+1=100$ , but  $1+2+3+4=0$ . In other words, make a point and repeat it so the audience remembers what you said. If you try to make too many different points, the audience probably won't remember much.

## 3. Lather, rinse, repeat

Borrow a technique from TV newscasters—Tell 'em what you're going to tell 'em; tell 'em; then tell 'em what you told 'em. So, if you begin by saying something like, "I've learned three things about turning boxes," that primes your audience to pay attention. Show those things in the body of your demo, then summarize them again at the end. Likewise, begin by showing a finished piece (tell 'em what you're going to tell 'em) and show how the steps in the demo build to the finished piece.

## 4. Relax. You're not in the lion's den

This won't be like open mic night at a comedy club. You'll be speaking to a roomful of friends who are eager to hear what you have to say and who want you to do well. And you'll be talking about something you know backward and forward. Smile and have a good time. Take things slow, so your audience can keep up with you. If it isn't too much trouble, prepare a handout that summarizes your demo; that will help your audience remember what you've shown.

## Plus: Two Bonus Tips

Practice this exercise with a friend. Talk about anything you want for two minutes. But—if you say "um" or "er" or "you know" or any other space filler, you have to start over. Repeat until you can speak about your topic fluently for two minutes. If you reach a point where you aren't sure what to say next, just stop talking and let your mind catch up with your mouth.

If you are a member of the American Association of Woodturners, you have access to "Demonstrator Direct," a thorough eight-step guide to making an effective demonstration, available on the AAW web site.

# NUTMEG WOODTURNERS LEAGUE

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