



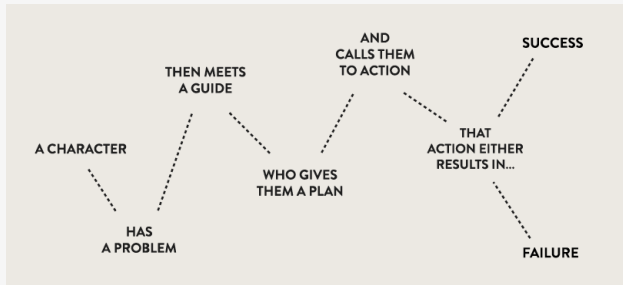
DELIVERING PRESENTATIONS



*USING THIS ULTIMATE
GETTING STARTED
GUIDE*

DELIVERING PRESENTATIONS

STORY BRAND FORMULA



Download the Brand Script worksheet:

<https://storybrand.com/downloads/8.5x11-BrandScript.pdf>

USING SLIDES

- Keep it simple**
- Share ideas**
- Limit bullet points**

USING AUDIO: MICS

- Airpods for listening**
 - bad mic quality
- Headphones are a great option**
- Use USB/external mics**

EXTRA CREDIT + EXTRA EFFORT AKA: GOING CRAZY

- Green Screen**
(BEHR SPARKLING APPLE)
- Box or Ring Lights**
- Overhead/Doc Camera**
- Small Studio Switcher**

USING VIDEO

FRAMING

- Raise camera to eye level**
- Reduce Head Room**
- Look at your camera to make eye contact**

TECH

- Built-in is usually ok**
(if not on bottom bezel)
- USB Cams are great**
- PTZ Cams for demos**