



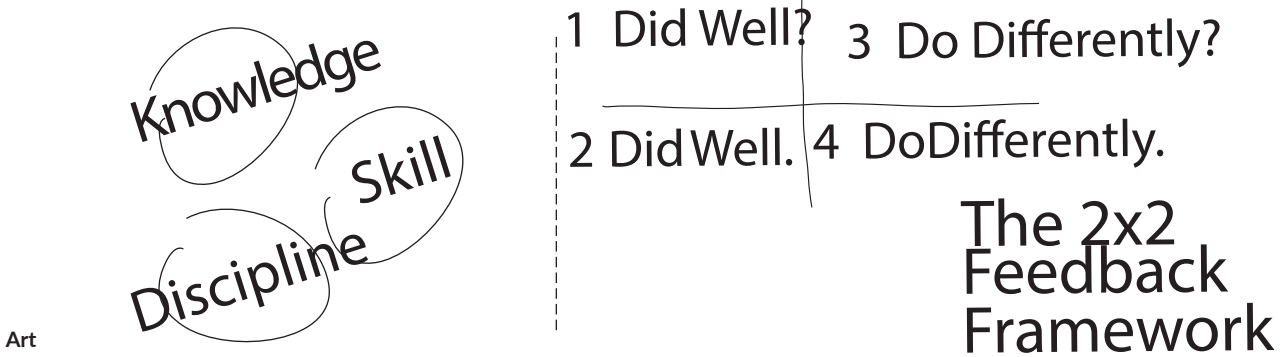
#6.3 VISUAL IMPACT

Show. Don't tell.

You've heard this phrase, but what does it mean? In the context of a meeting or presentation, it means having powerful, well-designed visuals that help power your narrative arc. The purpose of this Sales Tool is to suggest three different ways to bring visual impact to your meetings and presentations.

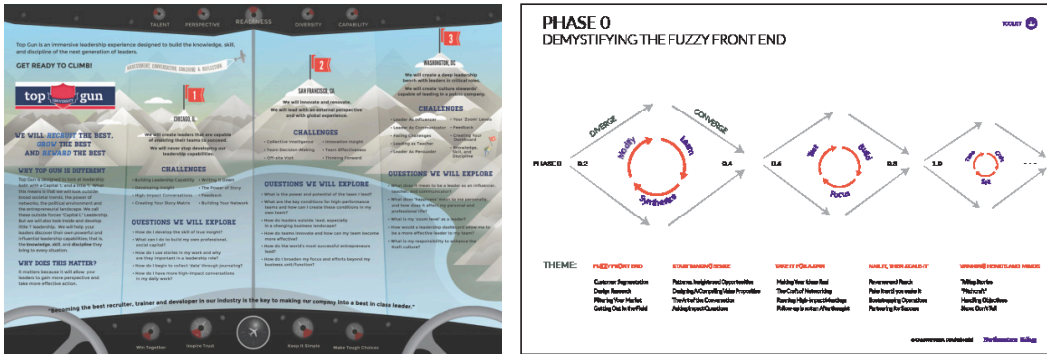
Hip pocket frameworks

Hip pocket frameworks are simply drawings that you "carry around" with you at all times, such that you can pull them out of your hip pocket and use a whiteboard, a flip chart, or even a piece of paper to draw them out for your audience. These in-the-moment, at-the-ready frameworks pull your audience's attention toward you and keep you in full command of the room.



Art

Another way to achieve visual impact is through art. And while every meeting or presentation doesn't warrant art, high-stakes client interactions often do. Art can be a picture, a symbol, or even an object that's been entirely thought-through, designed and produced. Just like art hanging on a wall, these extra efforts make your presentation bespoke.



Slides

The most common way to add visual impact is through slides. But in order for slides to truly have impact, they must be designed, streamlined, and not overstuffed. There should be very few slides, and each one should have a compelling picture or image that punches a point you are making, offers a metaphor, or drives your narrative arc. If a slide has words, it should have fewer than 10.

