



17

TINY TWEAKS

To Add the “WOW”
Factor to your Slides

© Copyright 2019
All Rights Reserved.

The contents of this book may not be reproduced, duplicated or transmitted without direct written permission from the author.

Under no circumstances will any legal responsibility or blame be held against the publisher for any reparation, damages, or monetary loss due to the information herein, either directly or indirectly.

Legal Notice:

You cannot amend, distribute, sell, use, quote or paraphrase any part or the content of this Book without the consent of the author.

Disclaimer Notice:

Please note the information contained within this document is for educational and entertainment purposes only. No warranties of any kind are expressed or implied. By reading this document, the reader agrees that under no circumstances is the author responsible for any losses, direct or indirect, which are incurred as a result of the use of information contained within this document, including, but not limited to errors, omissions, or inaccuracies.

Table of Contents

Page Numbers

Introduction	4
7 Tweaks to Text for an Impactful Message	
# 1 - Exaggerate to Make the Content More Powerful	6
# 2 - Go for a Customized Font in Cover Slide	8
# 3 - Perspective Text	10
# 4 - Weave Text into the Visual Element	12
# 5 - Make The Key Words Bold & Large	14
# 6 - Create Perfect Symmetry	16
# 7 - Highlight the Main Message with Rectangular Strip	18
5 Tweaks to Images for Visual Excellence	
# 1 - Play with Associations	21
# 2 - Bring Into Play Shape Dynamics	23
# 3 - Fade the Image	25
# 4 - Make the Image Bleed	27
# 5 - Cut the Image	29
5 Tweaks to Slide Design for the Wow Factor	
# 1 - Apply Pattern to Your Background	34
# 2 - Use Rich Gradients	36
# 3 - Alternate Colors to Create Rich Contrast	40
# 4 - Use Shades of the Same Color	42
# 5 - Follow a Consistent Theme	44
A Little About Us	50

Introduction

We are often so obsessed about the big aspects of the presentation - getting it ready on time, rehearsing your speech and making last-minute additions and subtractions - that we ignore the little aspects that can make a big difference to our PowerPoint slides.

We are not talking about the big design changes that will take hours but 1-minute tweaks that can radically transform the way your slides look. Taking out a few minutes of your time to make small tweaks will lift your message and impact the audience in ways that would not have been possible before.

The below quote applies to life and your presentations too:

**It's the little
details that
are vital.
Little things
make big
things
happen.**

- John Wooden



7

Tweaks to Text for an Impactful Message



#1

Exaggerate to Make the Content More Powerful

This might sound like cheating but it's not. By exaggeration, we mean using "Power" words. You put so much effort into preparing your presentation content but the words you use to put it across might not do justice to your content.

That's because words have a personality. Some are weak and will only elicit a "meh" from the audience. Some words are impactful and force people to stop in their tracks and pay attention. You want to use action-packed words and find the most powerful replacement for your message. Check the example below -

Presentation Title (Before): *Take small steps for better productivity*

BEFORE

Take **small
steps**
for better
productivity



Presentation Title (After): Number 1 Secret to Life Success: Take Baby Steps
Aren't tips you share secrets that the audience didn't know till now!

AFTER

1 **SECRET**
to *Life*
SUCCESS

take baby steps

