



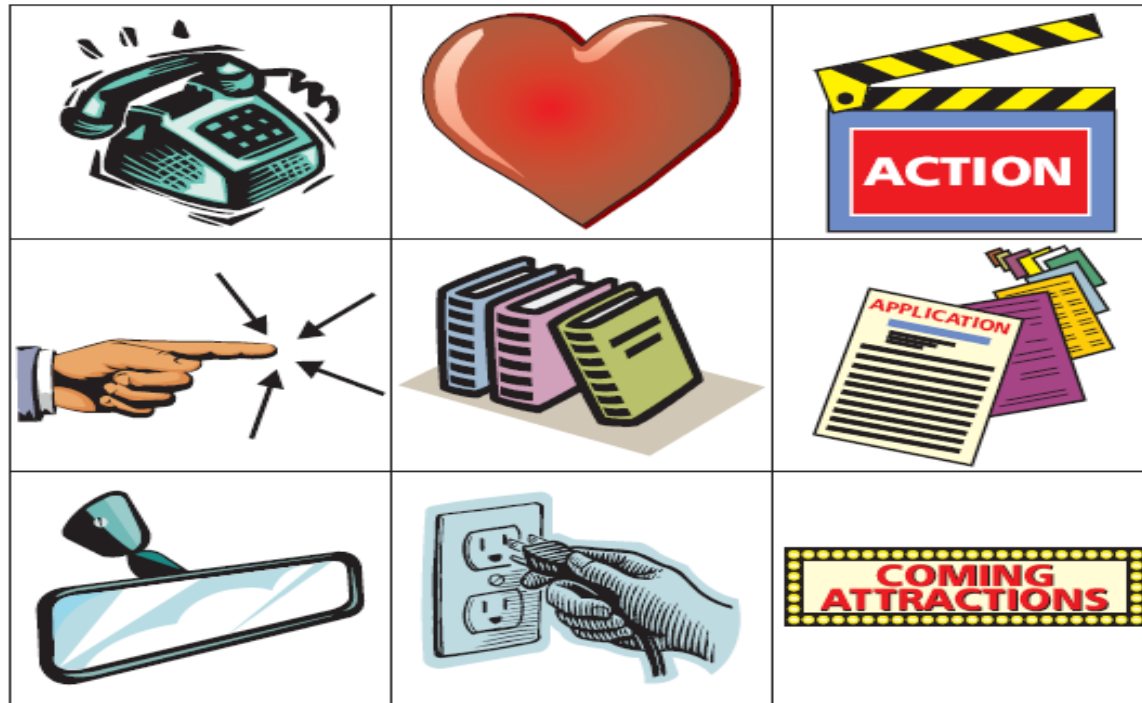
Reporting on an Agriculture Career.

BENEFITS OF USING THE MAGIC FORMULA

- ◆ Gives you a place to start when you begin to create a presentation.
- ◆ Helps you remember your presentation with just a few notes.
- ◆ Helps you to create and deliver consistently effective presentations.
- ◆ Helps you organize and present your ideas so you sound like you know what you're talking about.
- ◆ Helps you build confidence as an effective presenter.
- ◆ Helps you create a presentation where the focus is on your audience, which will make them more interested in what you have to say.
- ◆ Gives you a tool that will help you to influence others in a positive way.



THE MAGIC FORMULA FOR PRESENTATION PLANNING



The *Magic formula* is a process to follow when creating a presentation.



GET THE INFORMATION

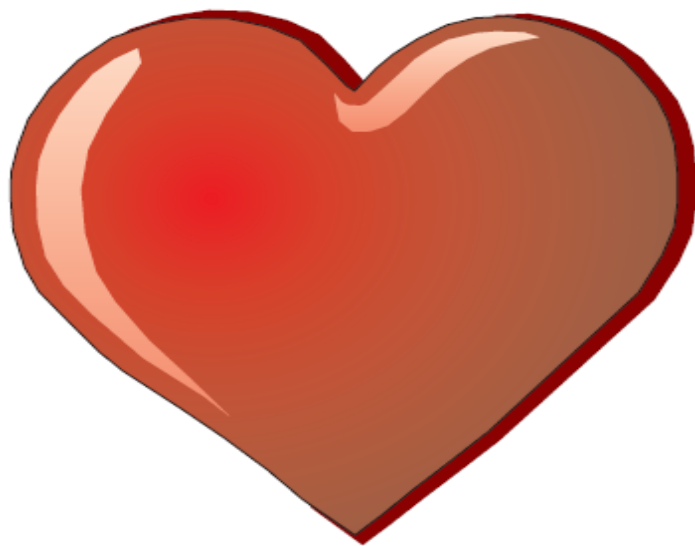


Other questions for consideration...

- ◆ Who will the audience be? How many will be in the audience?
- ◆ What date? What time? For how long?
- ◆ Where will the presentation take place?
- ◆ What is the purpose of the speech?



WHAT DOES THE AUDIENCE CARE ABOUT?



Other questions for consideration...

- ◆ What is appropriate for the audience?
- ◆ Why are they going to want to listen to what you have to share?
- ◆ What do they expect to hear?



WHAT ACTION DO YOU WANT THE AUDIENCE TO TAKE?

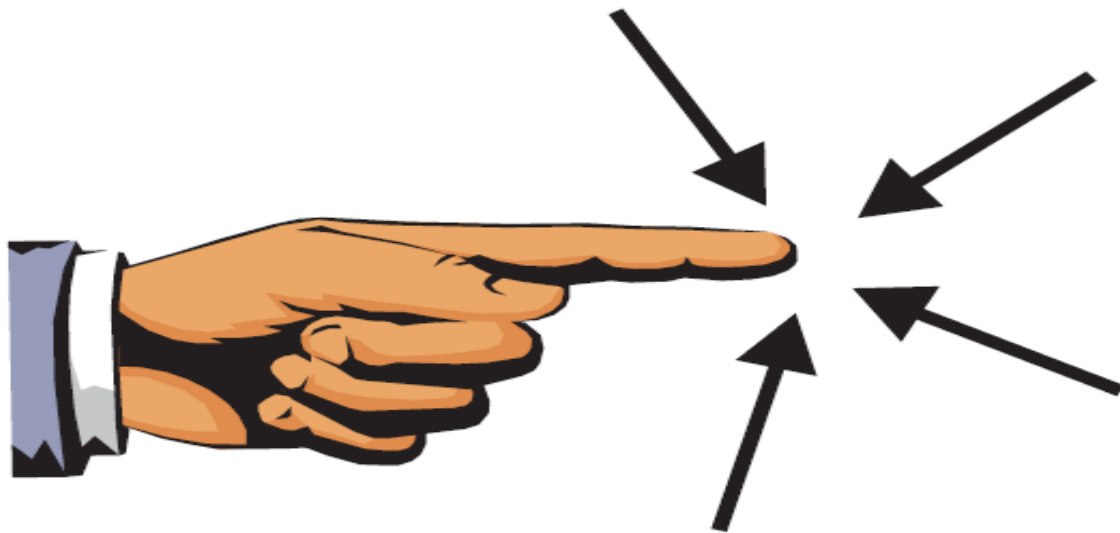


Other questions for consideration...

- ◆ What will your objectives be?
- ◆ What do you want them to know or be able to do after your presentation?
- ◆ What impact will you make?



WHAT ARE YOUR POINTS?



Other questions for consideration...

- ◆ What are your main points?
- ◆ Main points should be succinct and memorable.
- ◆ What statement or catchy phrase can you use to help your audience remember this point?



WHAT SUPPORTS YOUR MAIN POINTS?



Other thoughts for consideration...

- ◆ Support may come in the form of facts, statistics, activities, experiences, personal stories, other people's stories, and poems.
- ◆ What support material will best convey the main points I have?
- ◆ Support must be credible and believable.



WHAT IS THE APPLICATION?

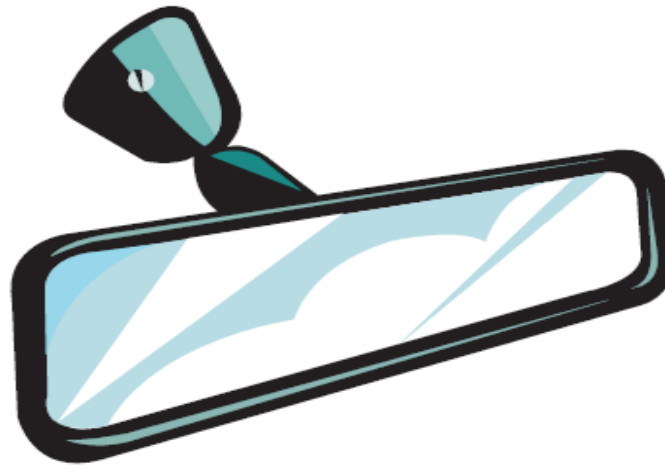


Other questions for consideration...

- ◆ How will they know what to do when they get home?
- ◆ How can they take the main point and make it a reality in their lives?



HOW ARE YOU GOING TO CLOSE AND REVIEW YOUR POINTS WITH IMPACT?



Other questions for consideration...

- ◆ How are you going to review or restate your points?
- ◆ What will you use to make certain they remember?
- ◆ How are you going to close with power and impact?



HOW ARE YOU GOING TO CONNECT WITH YOUR AUDIENCE?



Other questions for consideration...

- ◆ What are you going to do in your introduction to make the connection with your audience?
- ◆ A connection is built by connecting your topic to something your audience can relate to.
- ◆ Can you build your presentation around a theme?



HOW ARE YOU GOING TO PREVIEW YOUR PRESENTATION?



Other thoughts for consideration...

- ◆ How will you let the audience know your objectives?
- ◆ What kind of map will you give them to help them follow your presentation?
- ◆ Make this creative step relate to your theme and build interest in what's coming up.



Time to Create Your Speech!

- What should be included?

Make sure that you have a great introduction, body and conclusion.

- In the body you should add key points such as:

Working Conditions, Employment Opportunities, Skills Necessary, Salary, and Why this Career is Perfect for You!

- **Good Luck!**

