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## TINY TWEAKS

To Add the “WOW”  
Factor to your Slides

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# 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

