Affirmations & Reflections: A Persuasive 5-Minute Presentation

Bonus material for uniquestoremarket.com's "How to Give a Persuasive 5-Minute Presentation" guide. A handout to keep nearby while you prepare your pitch, or to read one per day.

1	**A five-minute pitch can carry exactly one idea to memory.**	*Reflection:* If my audience remembers only one thing, what is it — and have I written it as one sentence?
2	**Everything that doesn't serve my one sentence is a candidate for cutting.**	*Reflection:* Which part of my current draft doesn't support my thesis?
3	**If I can't compress my pitch to one sentence, it doesn't have a center yet.**	*Reflection:* Can I state what I want the audience to remember or do in a single breath?
4	**A close ends with one concrete next step, not a vague "thoughts?"**	*Reflection:* What exactly am I asking the audience to say yes to?
5	**Cutting whole points beats trimming every sentence a little.**	*Reflection:* Which entire point could I remove without losing the thesis?
6	**Most first drafts are two to three times too long, and mine is probably one of them.**	*Reflection:* Have I read my pitch aloud with a timer, or only guessed how long it runs?
7	**Maybe points belong in a follow-up document, not squeezed back in.**	*Reflection:* What am I tempted to squeeze back in that could wait for a follow-up?
8	**A slide shows what my words can't do well; it doesn't repeat them.**	*Reflection:* Which of my slides would lose nothing if I removed it?
9	**Slides support me; they don't compete with me for attention.**	*Reflection:* Does any slide hold more than about six words plus one visual?
10	**I memorize the structure, not the sentences.**	*Reflection:* Could I reconstruct my pitch live from six short labels on one card?
11	**Saying the pitch a little differently each time is proof I know it.**	*Reflection:* In my last rehearsal, did the same beats land with different wording?
12	**Nerves are mostly uncertainty, and uncertainty shrinks when I name the unknowns.**	*Reflection:* Which question am I most afraid of, and what is my short, honest answer?

Full guide: uniquestoremarket.com/build-your-own-persuasive-presentation