Persuasive 5-Minute Presentation — Cheat Sheet

Bonus one-pager for uniquestoremarket.com's “How to Give a Persuasive 5-Minute Presentation” guide

The six chapters in order

1. **1. Find the one idea** — freewrite for ten minutes, then circle one sentence: what changes if the audience does what I ask?
2. **2. Open-Body-Close** — Open 30–45 sec (problem + thesis), Body 3–3.5 min (max three points), Close 30–45 sec (thesis again + one concrete next step).
3. **3. Cut to five minutes** — five minutes is roughly 650–750 spoken words; mark keep / cut / maybe and remove whole points first.
4. **4. Slides that support you** — about one slide per 45–60 seconds; no more than about six words plus one visual.
5. **5. Rehearse the structure** — put short labels on one index card and say the pitch a little differently each time.
6. **6. Nerves and questions** — name the two or three likeliest questions in advance and prepare a one- or two-sentence answer for each.

Before you start this week

- Do the ten-minute freewrite for a real pitch, circle one sentence, and say it aloud to someone who can repeat it back (Ch. 1).
- Write your open, body (max three points) and close on paper, with no slides yet, and read it aloud with a timer (Ch. 2).
- Mark every freewrite point keep / cut / maybe; if you are still over five minutes, cut a whole point instead of trimming all three (Ch. 3).
- Sketch about 5 to 6 slides, each with no more than about six words plus one visual, ending on your concrete ask (Ch. 4).
- Build a six-beat index card and rehearse three times aloud, timed, with different wording each time (Ch. 5).
- Write your top 2–3 likely questions with a short honest answer for each, and rehearse your opening line (Ch. 6).

Watch out for

- Carrying more than one idea in five minutes — everything else must support the thesis (Ch. 1).
- Closing with a vague “thoughts?” or “any questions?” instead of one specific, answerable ask (Ch. 2, 4).
- Trimming every sentence a little instead of cutting whole points — it makes the pitch shallower, not shorter (Ch. 3).
- Memorizing a script word for word: one dropped line and the whole thing stalls (Ch. 5).

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