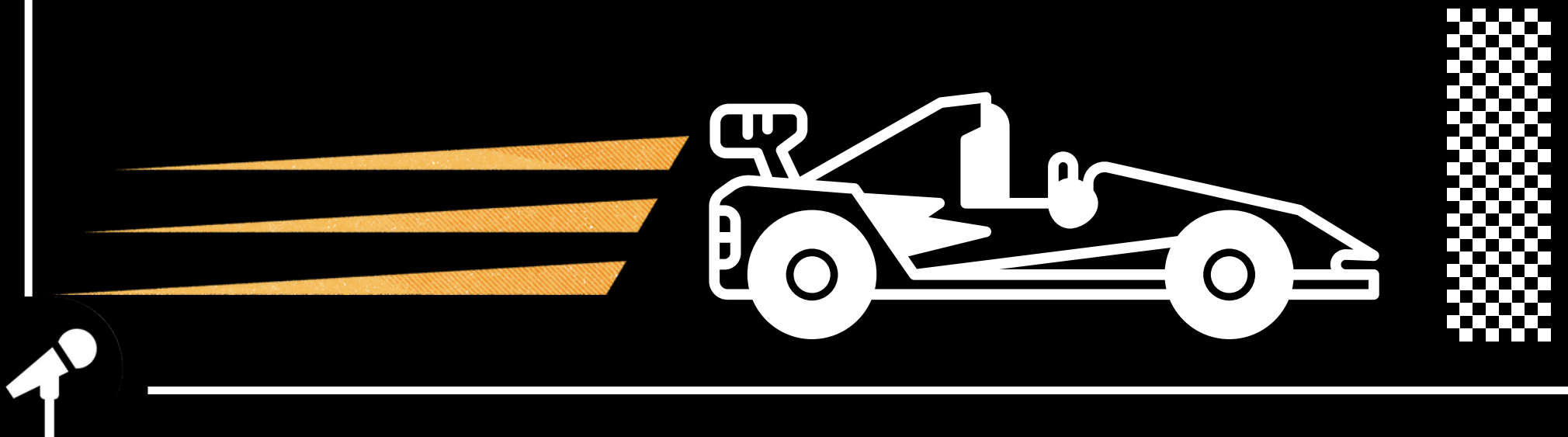


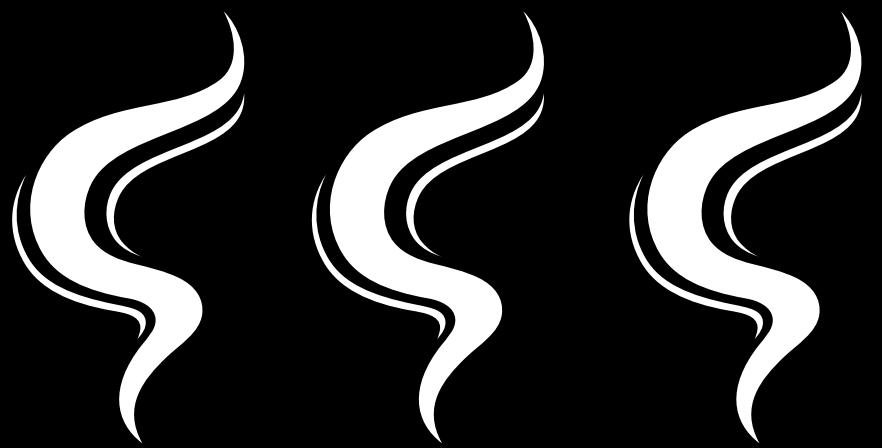
# HOW TO GIVE A **KILLER** CONCLUSION

*In Only **2 Steps!***



Why do most  
conclusions

**FLOP?**



They feel like  
*microwaved*  
*leftovers*



# Don't leave the audience **Uninspired**



By just **repeating**  
your main points



Ending with Q&A



# INSTEAD

Use these 2 Steps:

1. Make them go **"Oh!"**

*Reframe your main points in a new and engaging way*

2. Make them go **"Ok!"**

*End with a call to action*



**FIRST  
EXAMPLE**

***Bad Sales***



# The Original

*“In conclusion, I showed how sales went down for our brownies, cookies, and scones this past year, while sales went up for our competitors...**Any questions?**”*



# Why It's Bad



You said **nothing** new  
or compelling



Ending with a question  
**reduces your impact**



# Let's Fix It

## 1. Make them go "Oh!"

*"Our sales for brownies, cookies, and scones have dropped but there's **one reason** behind all of that: our **competitors** are doing it **better**"*





# Let's Fix It

## 2. Make them go "Ok!"

*"We need to change our menu to attract new customers. **And we need to do it now**"*



# The Whole Thing

"Oh!"

*"Our sales for brownies, cookies, and scones have dropped but there's **one reason** behind all of that: our **competitors** are doing it **better.**"*

"Ok!"

*We need to change our menu to attract new customers. **And we need to do it now"***



**SECOND  
EXAMPLE**

***Portfolio***

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# The Original

*“To wrap up, today we learned about the importance of building a portfolio for getting your first data analyst job. [Clicks to last slide].*

*And that's it!”*



# Why It's Bad



You said **nothing** new  
or compelling



The last line ends your  
momentum with a **dud**.



# Let's Fix It

## 1. Make them go "Oh!"

*"You **don't** have work experience. You're **just** out of school. How can an employer trust you can do the job? **Your portfolio**"*



# Let's Fix It

2. Make them go "Ok!"

*"Get started on yours today and we'll review during our next session"*



# The Whole Thing

"Oh!"

*"You **don't** have work experience. You're **just** out of school. How can an employer trust you can do the job? **Your portfolio.***

"Ok!"

***Get started** on yours today and we'll review during our **next session**"*





# REMEMBER:

Leave your audience

**Inspired**

End with a

**Bang!**

**1**

**"Oh!"**

**2**

**"Ok!"**



**Want to**  
**LEVEL UP**  
**Your**  
**Presentation**  
**Game?**



**Christopher Chin**

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