

The 666 Rule

The 666 Rule basically states that you should never have more than six words per bullet point, no more than six bullets per slide and no more than six bullet-point slides in a row. This is supposed to reduce the amount of textual information and make your slides easier to read. But, if you think about it, you don't really want your audience to be reading – you want them to be listening! And the 666 Rule can actually mean your audience has to get through 216 words! What are you supposed to be doing while they do that? Because if you speak, they certainly won't be listening! One solution to this problem is to display the bullets one at a time, always making sure to *tell* before you *show*.

The 10–20–30 Rule

The venture capitalist Guy Kawasaki has a very neat rule about using visuals. He calls it the 10–20–30 Rule. Ten is the number of slides you should have – just ten. And 20 is the number of minutes you should speak for. Of course, Guy's job is listening to people pitching to him for venture capital, so if you can't say it in 20 minutes in ten slides, you probably don't have much of a venture! But the best bit of the rule is the 30. Guy says don't use fonts smaller than 30 point because older people, the ones with the money, can't read them! He says find out who the oldest person in your audience is, divide their age by two and that is your optimal font size. So, as Guy puts it, 'Unless you are presenting to 16-year-olds, don't use the eight point font!'

5 Golden Rules

- ▶ Get to the point
- ▶ Never apologise
- ▶ Save the details for the handouts
- ▶ Tell stories
- ▶ Think conversation, not presentation

Strong colours reflect the title – golden rules.

Larger font size increases legibility. Maximum six words per bullet – it's your job to say more about each of these.

All bullets begin with an imperative verb – this adds consistency and power.

Option 2



Strong colours again reflect the title – golden rules.

Much larger font size for legibility and impact – five is a good number to emphasise.

Single-word bullets – very punchy; but still enough to help you remember what to say. The advantage of having just single words is that they don't make much sense on their own, so the audience has to listen to you for an explanation of their significance.

All bullets are nouns, however, which are highly memorable.

Option 3



An image of five gold bars replaces the title, leaving you free to call these the five golden rules.

Embossing the font adds three-dimensional depth.