How to Present Like Steve Jobs: 10 Tips for More Effective Presentations

Steve Jobs is a masterful presenter, but he wasn't always. Presenting is learned, just like typing or any other business skill. What makes Jobs so good? Communications expert Carmine Gallo has a few ideas.

1. **Make a plan on paper.** Jobs' presentations are planned out like movies, with story development and climaxes.
2. **Set the theme.** MacWorld 2008's theme was, "There's something in the air" – which built anticipation for the unveiling of the new MacBook Air™, but didn't give away the surprise.
3. **Show enthusiasm!** Jobs shows genuine pride and excitement as he discusses Apple achievements, which inspires his audiences.
4. **Provide a roadmap.** Jobs gives his audiences an agenda to follow to help them remember his main points.
5. **Make numbers meaningful.** "Enough memory for 6 movies" is more impressive and easier to understand than "X number of gigabytes."
6. **Deliver a Spielberg moment.** When Jobs pulls the MacBook Air out of the manila envelope, you know that's the climax of his talk, because Jobs created such drama around it.
7. **Keep slides simple.** One bold image and very little text is enough for Jobs, and enough for the audience as well.
8. **Sell the benefit (not the features).** People care about what they can do, not what the product can do.
9. **Rehearse.** Jobs' delivery seems effortless because he practices – out loud – for days before his event.
10. **Don't sweat the small stuff!** Panicking just draws attention to a problem. When something goes wrong with a video, Jobs makes a joke and moves on.