### Online Presentation Checklist
Keep this checklist as a reference.

<table>
<thead>
<tr>
<th>Step</th>
<th>Key Questions</th>
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| Identify your target audience and the pains they are most likely to take action to solve | Who is your ideal audience?  
What are their wants, needs, or desires?  
Which pains or opportunities for success will motivate them to take action? |
| Develop a clear proposition | Will the audience understand clearly what you will be helping them achieve?  
Will these propositions communicate effectively in the invitation or on the Webinar registration page? |
| Identify a few key, memorable points | If the audience only remembers one or a few key ideas, what will they be?  
Are there registration questions, polls, or surveys that can help you sharpen your focus before or during the Webinar? |
| Design your slides by thinking visually | What is the key point you are making on a slide?  
What images, graphics, or charts would help to make that point?  
Is the image easily grasped and persuasive? |
| Design an audio-visual experience for the audience | Have you thought through how you would engage an audience when in-person?  
Have you identified what forms of engagement do not translate to the online environment?  
What elements transform?  
What new opportunities does the online environment give you that were not possible in-person?  
How could you increase the frequency of interactivity to keep your online audience more engaged? |
| Deliver your presentation to people, not to your computer | Are you committed to the idea that your audience values your authenticity more than your perfection?  
Have you rehearsed your presentation so that you are not tempted to read what is on the slides?  
What Webinar tools will you use to “keep an eye on” your audience? |
| Remember your virtual body language | Are you speaking naturally, as you would to a trusted colleague?  
Have you identified which tools (e.g., annotations, pointers, highlighters, etc.) you feel most comfortable with so you can direct your audience’s attention? |

For additional ideas about effective online presentations, visit [www.TheVirtualPresenter.com](http://www.TheVirtualPresenter.com)