



How To Create Engaging Webinar Presentation Slides *Fast and Easy*

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Webinars can help boost your lead generation efforts, make sales, and generate goodwill and trust, but many pros make the mistake of approaching their slide creation the same way they would for an in-person presentation.

During face-to-face presentations, you are the primary visual and your presentation slides are visual enhancers. However, virtual webinars position your slides as the primary visuals, requiring you to put more thought and time into designing professional slides that foster engagement with your audience.

Once you've got a great topic and engaging content for your webinar, you need to bring it to life on the screen. Don't be overwhelmed by the idea of designing your own presentation slides.

You can create engaging webinar presentations in just four easy steps—even if you have zero experience!

Here is how.

STEP #1: Outline Your Content

Before you even think about how to design your slides, it's important that you have a clear story in mind. After all, you want your content to drive the way that it is designed so that your message stands out—not just the bright colors and vivid imagery. *Don't think too hard about perfecting this step.* It's more important that you get your thoughts on paper and begin to organize them in a way that you think will resonate with your target audience.

Once you've identified the main points you want your audience to remember, create a simple outline of the content and be sure to include the following elements.



Title: The very first slide should include the name of your webinar, as well as the presenter's name and the presentation date.



Agenda: Based on your outline, condense your content into 3-5 main points you want to introduce in the opening agenda. This will give your audience a clear picture of what to expect throughout your webinar—and keep you focused on your key topics.



Content: Plan for at least one slide or two slides every minute of your webinar, depending on how fast you speak. Unlike a face-to-face presentation, a webinar requires a much quicker pace of slides to keep your audience from getting distracted. In fact, consider building upon your slides every 20-40 seconds by emphasizing some sort of movement.



Conclusion: Think about how you can leave your audience wanting more at the end of the presentation. Pull your thoughts together with a powerful conclusion that compels them to take an action.



Call-To-Action: What exactly do you want the audience to be compelled to do following your webinar? Purchase a product? Sign up for a course? Have a clear goal in mind and use your content to drive the audience to take that action at the end of your presentation.



Questions: Finally, think carefully about how you want to structure an interactive Q&A with your audience. Do you want live questions via a chat function? Perhaps you will weave in real-time polls throughout your presentation. Maybe you want a faux chat that runs the comments you have added or pre-approved automatically. How about a faux survey or poll? Anticipating questions will help you prepare your content in a way that addresses most of the frequently asked questions while also facilitating an open environment that encourages discussion. The key of successful webinars—live or automated—is the interaction you generate with your attendees. Don't overlook this.

STEP #2: Select Your Slide Creation Software

Now that you have your content outlined, the next thing you need to do when developing presentation slides for your webinar is to select a slide creation software. There are so many options with pros and cons to each—and you can't really go wrong with any.

Here are some of the most popular slide creation software options, from the common to the most creative.

You pick what works best for you.

Microsoft PowerPoint

You're probably most familiar with Microsoft PowerPoint, which is the standard when it comes to presentation software.

Microsoft PowerPoint can be installed on most devices, including desktops, smartphones, and tablets running Windows or Mac Operating Systems. You can also open PowerPoints online from any desktop or mobile browser. Pricing for PowerPoint starts at \$6.99 per month as part of the Office 365 bundle, or you can choose to pay a one-time purchase price of \$129.99.



The Pros

User-Friendly: PowerPoint is easy to navigate, and the features are usually self-explainable. This helps you put together your professional presentation in no time.

Customizable Templates: PowerPoint offers templates and themes that you can easily customize to match your branding. You don't need a background in design to pull together something sleek.

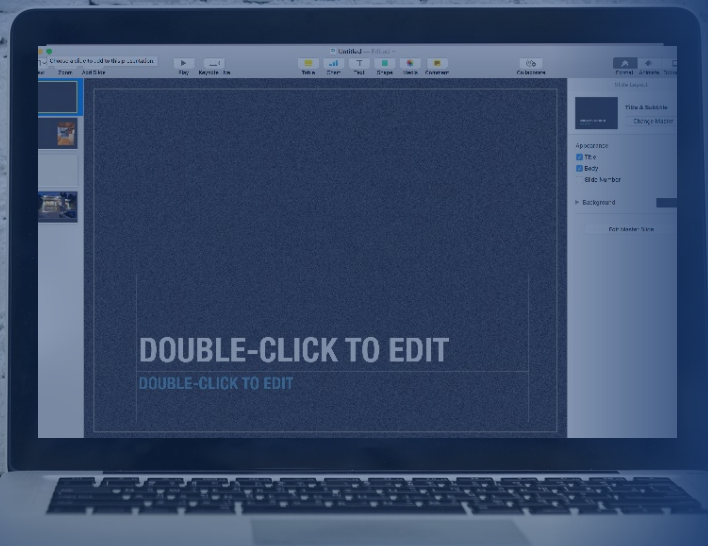
Easy to Edit: From automated bulleted lists to drag and drop graphics, you can quickly make tweaks to your presentation until you're satisfied with the end result.

Repurposing: PowerPoint allows you to save your finished presentation as a presentation, a movie, or a series of images so you can repurpose your content for a variety of channels.

The Cons

Design Illusion: PowerPoint has an abundance of features so it's easy to get carried away with animations or sound effects that don't enhance your webinar. Keep it simple instead.





Keynote for MAC

(My Current Favorite)

Mac users will find [Keynote for Mac](#) to be a great alternative to PowerPoint. And, at a one-time purchase price of \$19.99, it's easier on the wallet. If you're already familiar with Apple products, you'll find the program to be straightforward with its simple interface and show-stopping graphics.

The Pros

Product Integration: If you're already an avid Apple user, you can easily edit and view your Keynote presentation on other Apple products like iPhones, iPads, and iPods.

Collaborative: Your team can work simultaneously on your slides in Keynote via iCloud access. This helps with version control as you can view edits in real-time or show editing activity.

Modern Templates: Like PowerPoint, Keynote offers a wide range of eye-catching colors and themes to craft a visually engaging presentation.

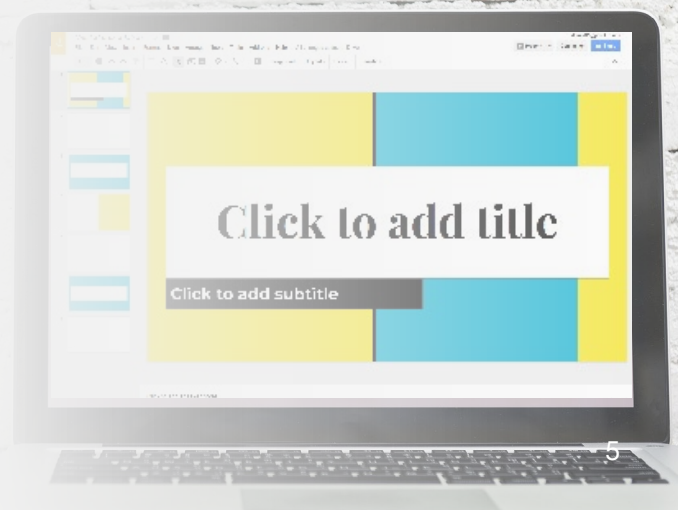
Design Features: For the perfectionist, Keynote allows you to easily position elements with snap-to-slide options. Keynote also enables transparency effects, both of which make for clean slides.

The Cons

Mac-Only: If you've used Windows programs all of your life, there may be a learning curve to navigating Keynote's dropdown menus and tabs. Still, it's pretty user-friendly.

Google Slides

If you're looking for a cloud-based solution that is also free, [Google Slides](#) may be your answer. As a part of Google Drive, you can work on your presentation from most Internet browsers. Google Slides also allows you to export your presentations in PowerPoint, PDF, or image format so you can repurpose your presentation in a variety of ways.



The Pros

Free: You'll need a Google account, but otherwise sign-up is quick, easy, and affordable—there's no cost at all.

Accessible: Because Google Slides are cloud-based, you can access and edit your presentations from any device.

Collaborative: Share your Google Slides with anyone—and you can both edit, chat, and comment in real-time. Your changes are saved automatically, and you can always view your revision history.

Convertible: Easily open and save PowerPoint files into Google Slides and vice versa—you won't have to worry about the file formats.

Canva

Those of us who aren't graphically inclined need a shortcut to great graphics. [Canva](#) allows you to create slides in image format and offers a variety of customizations with bold backgrounds and stunning imagery. You can use a limited version of Canva for free, which still offers access to over 8,000 templates—and stock photos for \$1 each. But at \$12.95 for the paid version, Canva will give you access to 300,000 free photos and illustrations in addition to the templates. This may be your best option if you need to save templates for future use.

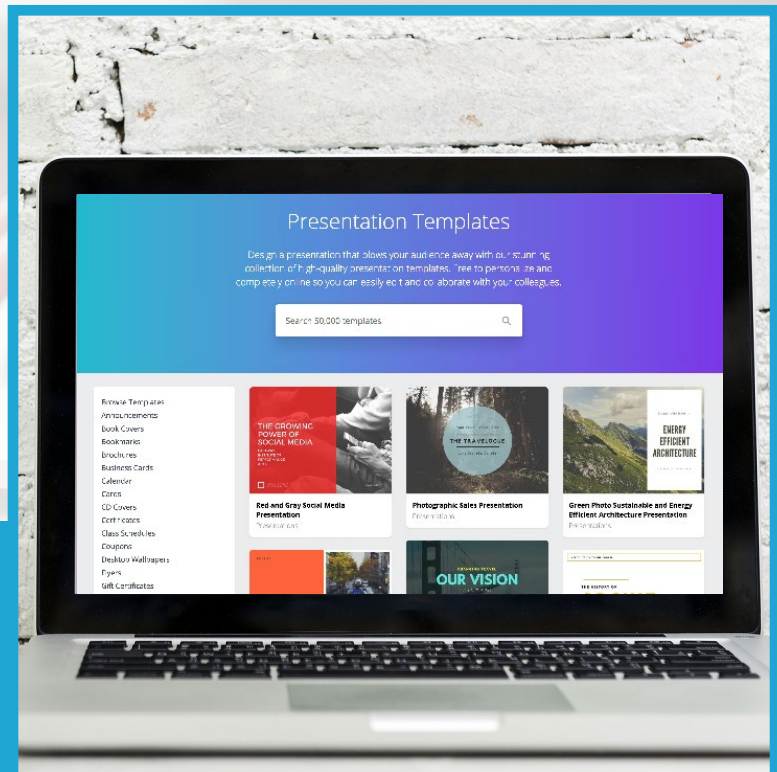
The Pros

Intuitive Controls: Canva offers drag and drop editing, so adding, removing and changing elements on your slide is easy.

Modern Graphics: From interesting fonts to preset templates and stock photography, Canva boasts aesthetically pleasing visuals that are sure to make your presentation stand out.

The Cons

Limited Creativity: Google Slides comes with a limited selection of templates and effects to choose from so you may have a hard time coming up with a compelling design on your own.



Organization & Storage: When you purchase the paid version of Canva, you can organize your graphic into folders for easy access later.

Design Features: Similar to Keynote, Canva allows you to create transparent backgrounds (*removing color behind your logo*), automatic resizing, and photo editing from within the platform.

The Cons

Maximum of 30 Slides: You may need to create more than the 30-slide maximum that Canva offers. Less is usually more, but in this case, it's better to err on the side of more slides for webinars.

Prezi

If you want to create interactive presentations that tell a story, you may consider using [Prezi](#). This presentation software has a cloud-based platform and allows you to create slides with motion. PC and Mac users can also download a local version of the software to their desktop or laptop for offline usage.

Prezi offers a basic version for free, but you won't have necessary options like presenter view that accompany their \$7 per month membership for their online software. For access to both online and offline Prezi presentations, pricing starts at just \$19 per month.

The Pros

Multimedia Friendly: Prezi allows easy integration of various multimedia including PNG files and vector images.

Movement: Perhaps the most noteworthy advantage of Prezi is its movement features which would be particularly engaging during webinars.

Offline Access: With the paid plus version, you can edit and present your Prezi presentation offline on any device.

Zoom Features: Prezi's ability to zoom in on key areas of the slides allows presenters to highlight discussion points that draw in the audience.



The Cons

Difficult to Use: For those of us who aren't design-savvy, Prezi is harder to navigate, and design elements are more difficult to manipulate.

STEP #3: Start Creating

No matter which presentation software you select, now is the time to create your presentation slides.

Your design should align with your target audience, using colors, styles, and imagery that will appeal to the people you are trying to connect with.

This is a fun experience and typically easy to do. However, if you are struggling and want some inspiration, you can also use tools like [SlideShare](#) or [Impactana](#), which will allow you to search for presentations that are proven successful based on the number of views, comments, and downloads and give you a feel for different presentation styles.



Templates

A template allows you to start fast and automatically have a consistent theme. I always use a template. While you can use any of the available templates included in the aforementioned presentation software, you can also purchase pre-made or custom templates from third-party sources that may offer more variety and uniqueness than standard presentations. You can view a diverse assortment of free and affordable templates at the following sites:

- [99Designs](#)
- [DesignCrowd](#)
- [Fiverr](#)
- [SlideCarnival](#)
- [Graphic River](#) (*my current favorite*)

Once you've selected a presentation template, consider modifying it to reflect your business name and website on each slide. Do not go too crazy here. You could spend a lifetime looking at different templates and mulling over colors. I have seen plenty of 7 figure webinars on a simple white background with black text so don't overthink this. Find a template you like and run with it.

Text

Less is always more when it comes to text on slides. Your audience may be consuming your webinar on devices other than their desktop computer. What looks terrific on a 27” monitor can look poor on an iPad mini and terrible on a phone.

Slides covered in text also aren’t engaging and therefore aren’t incredibly effective. Instead of relying heavily on bulleted lists and full paragraphs, consider highlighting one key point on each slide. Or, use “*sound bites*” to break up text into chunks, rather than complete sentences.

You can—and should—also leverage your slide titles in the same way newspaper headlines make compelling statements.

Here is a secret tip that will pay off big for you...

For best readability, be sure to use a font that is easy to digest—like one of the following:

Serif: Georgia, Palatino, Times New Roman

Sans-Serif: Arial, Helvetica, Lucida, Tahoma, Trebuchet, Verdana



Images

In addition to powerful copy on your slides, you may want to use images to give viewers something engaging to look at. Again, simplicity is best here. If you don’t have stunning images on hand, you can download free stock photography at a few sites online like [Pixabay](#) or [Pexels](#). For even more variety—and more professional looking photos that are less generic—you can purchase images from sites like:

- [Adobe](#)
- [Bigstock](#)
- [iStock Photo](#)
- [Shutterstock](#)
- [Deposit Photos](#) (*my current favorite*)

STEP #4: Finalize Your Slides

Now it’s time to double check them for any issues. Consider the following:

Proofreading: Always, always, always do a thorough spelling and grammar check.

Theme Consistency: Review your slides with a fine-tooth comb, looking for consistent elements across heading sizes, image locations, colors, fonts, and margins. Maintaining design consistency throughout your presentation will help you put your best foot forward.

Readability: As you create your webinar, occasionally stop and preview your presentation on a phone. If it's even slightly difficult to read, rethink the design of your slides. Keeping them simple with less detail will ensure that your audience can digest the information and remain engaged.

BONUS TIP: Share Your Slides

A great way to repurpose your slide design efforts is to promote your webinar in a variety of places. First, you could upload your presentation—or a portion of it—to [SlideShare](#), the premier network for presentation seekers. The site averages 60 million unique visitors per month, so it's safe to say your presentation could get some attention from the right audience there. Unless your slideshow can sell your product or service on its own, you should modify it to include a URL to your webinar registration landing page and include a slide that specifically invites people to sign up for your next webinar at the beginning—and end—of your slideshow.

You can also save individual slides as images that can be shared on social media for a teaser into your webinar. Be careful though, as you wouldn't want to post the whole presentation on YouTube. After all, why would someone register for your webinar if they can get the information for free? Instead, you could create a preview of your slides on YouTube, or simply share an impactful slide on Facebook. This could be a great way to convert interested people to register for your next webinar.

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