

How to improve text heavy slides

TIP SHEET

One of the most common mistakes we see in PowerPoint presentations is that there is too much text.

A large amount of text on a slide is harder for your audience to read and digest, and their attention will be on what they are trying to read, instead of staying focused on you and what you are saying.

Here are our top three tips to improve text heavy slides:

1. Cut back on text

As a guideline, each PowerPoint slide should contain;

- one main idea
- if it doesn't fit on a post-it-note than you have too much going on
- a maximum of six bullet points (although we recommend avoiding bullet points)
- and a maximum of six words per bullet point

2. Move text into speaker notes

The speaker notes section of your presentation was designed to assist with the delivery of your presentation. Move as much of the copy into the notes section and use that as a prompt when presenting. Remember that these are your cues and are not meant to be read by your audience.

3. Convert text heavy slides into a visual... by:

- Creating diagrams
- Using a graph
- Including infographics
- Using photography
- Adding icons
- Using a hero image with a statement, quote or idea

Slidesho.

The presentation agency

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