

Message from Maria ...

Hi everyone

I received some great feedback from the June Newsletter. Thank you to everyone who contacted me with your comments.

A special welcome to our new subscribers who have now joined Infinite Growth's e-newsletter community!

I've been having a great time working with participants in our various workshops. Check out our [Facebook page](#) which features photos from some of our recent workshops.

Our [Online Business Writing Program](#) was run successfully over four weeks during May and June. This program is now available as a package for anyone who would like to improve their business writing skills and would like to do it at their own pace and in their own time. Feel free to [contact me](#) if you have any questions about the package.

I regularly update [Infinite Growth's blog](#) and [Facebook page](#) with articles to assist you in your working day. I've listed some recent articles below.

This month's article - Are you tuned into your audience? - takes me back to memories of my childhood and provides some questions to consider when preparing your next presentation.

Happy reading!
Maria



PS: Have a question or would like to provide feedback? Post it on Infinite Growth's [Facebook page](#) or reply to this email.

Are you tuned into your audience?

As a child, I remember my grandfather listening to a particular radio program at a specific time every Saturday ... like clockwork. He was tuned into that program and looked forward to it every week. We kids knew that for that hour our grandfather was otherwise occupied.

On reflection, the program catered to my grandfather's *'what's in it for me'* factor. It covered topics that he wanted and needed to hear about during that hour. The program organisers had tuned into their target audience and delivered an informative and entertaining radio program.



Preparing for a presentation

A well-prepared presentation given to the wrong audience can have the same effect as a poorly prepared one given to the correct audience. They can both fail dismally.

The more you know and understand about who will be in your audience the better you can prepare your presentation to meet your audience's needs. To do this it's critical that you include some amount of audience analysis.

Audience analysis

Here are five questions to consider when analysing your audience:

- Who will be in your audience?
- What are their expectations?
- What are their needs?
- What is their knowledge of the topic that you're presenting on?
- Will they expect you to use jargon or industry-specific language?

Your audience is the key to an effective presentation

Your audience analysis will assist you in deciding on your best approach. The more you know about who'll be in your audience the more effective you'll be in achieving your objectives for your presentation.

Your audience wants you to do well as they want to take away something from your presentation that they can use - a technique that will make their job easier or a new product or service that will benefit their business.

The producers of my grandfather's favourite radio program worked out what their audience wanted. By considering who will be in your audience you'll be able to deliver a presentation that will have your listeners tuned in from beginning to end.

How have you ensured that your audience is tuned into your presentation?

[Let us know by leaving a comment.](#)

Recent posts

[Infinite Growth's blog](#) is regularly updated with articles on communication skills, presentation skills, leadership, business writing and customer service.

Here are some recent blog posts:

- [Asking the right questions](#)
- [Tips for dealing with interruptions during a presentation](#)
- [Writing meeting minutes](#)
- [Are you overly reliant on spell check?](#)
- [The power of a simple word](#)

These blog posts can also be found on our Facebook page. Whenever I come across articles that I think would be of interest to our readers I also post them onto our Facebook page.

Here are the latest ones featured on our [Facebook page](#):

- All about trust
- Is your team effective?
- Leadership: What's it take?

I'd love your feedback so feel free to make a comment on any of the articles or [send me a message](#).

About Infinite Growth



[Infinite Growth](#) offers a range of professional development services in the areas of communication skills, leadership development, customer service, business writing and presentation skills to assist individuals and businesses to achieve their goals.

[Contact us](#) to find out how we can assist you.

If you know someone who could benefit from this newsletter feel free to forward it to them!

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