

# Presentation Outline

**Presentific**

Using Science to Make Presentations Stick



[alexmacintosh.com](http://alexmacintosh.com)

My name is Alex. With a degree in Marketing and a background in sales, I left my home in Canada in 2004 for what I thought would be a short adventure teaching English in South Korea and Japan. That adventure became a lifelong career in teaching people how to communicate.

In 2018, I relocated to Hungary and shifted focus to my real passion - public speaking and presentation. In 2019, I teamed up with Green Brother and EIT to help founders hone their start-up pitches. A lot of things started happening soon after that. I expanded to storytelling training at large MNCs and, ultimately, I began coaching conference speakers worldwide.

In 2025, I checked an item from my bucket list when I gave a TEDx talk of my own. It's called *Presentific: The Science Behind Sticky Ideas*, and from it, I created my signature course.

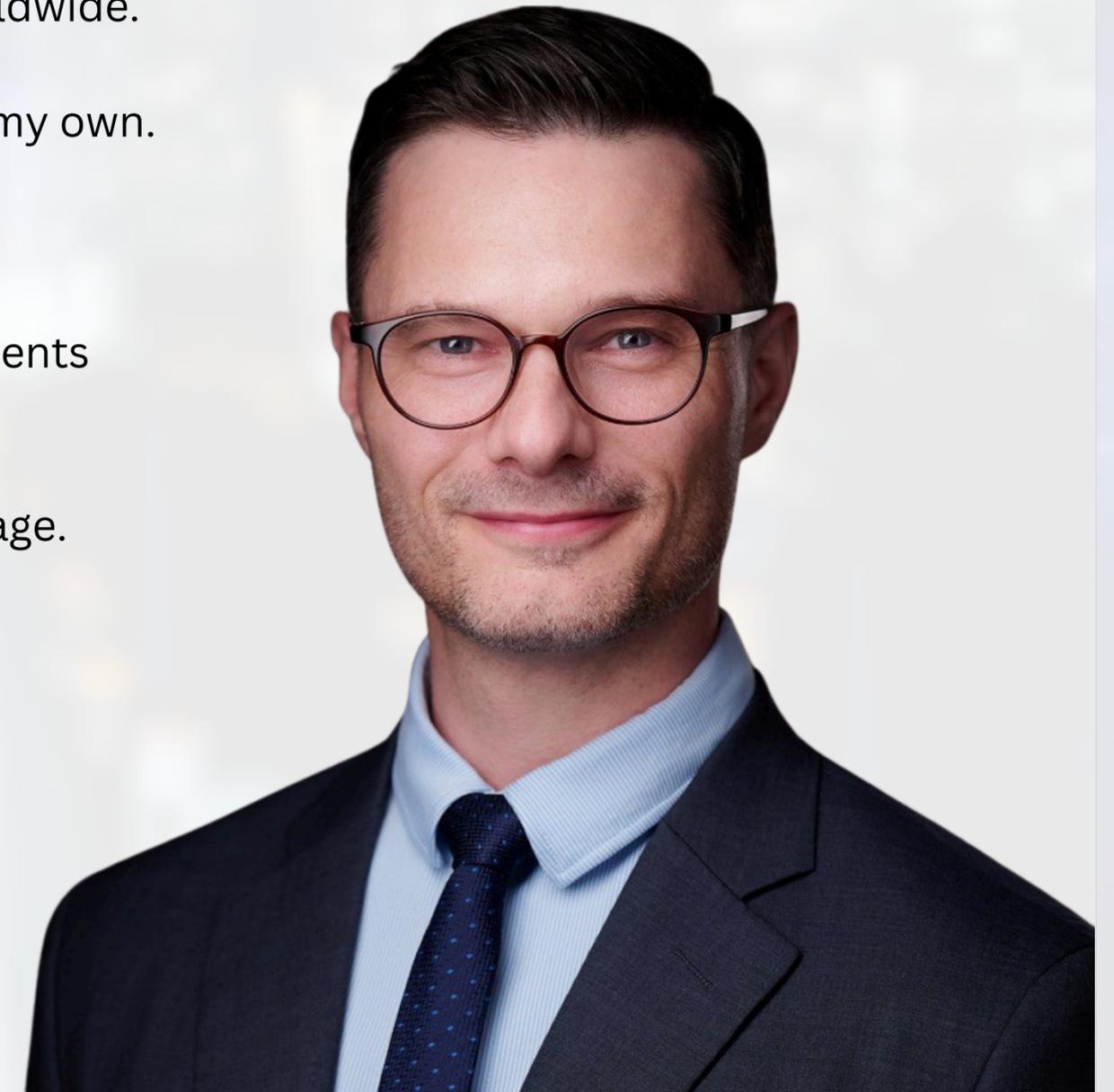
In the coming pages you will see the template I use with my Presentific clients everyday.

Use it and you will be halfway to helping audiences remember your message. And remember you.

Happy presenting,



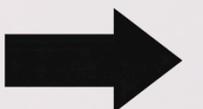
Alex MacIntosh



## Introduction - Breakdown

Open with Power	Our opening line needs to surprise the audience, to wake up their emotions. This way, we catch their attention. We can use a bold statement, a startling statistic, ask a question, or paint a picture. It can be totally unrelated to your topic. It's okay to confuse the audience here. It makes them insanely curious.
Link to Topic	Here, connect the opening to your topic. Now, things start to make sense for the audience.
Who Am I?	Remind the audience who you are, and the relevant details about you that make sense for you to give this talk. Keep it to a few sentences max.
Preview	Here, we show the audience our plan. It's like a roadmap for where you will take them. Tease the audience a bit with what is to come. Make them curious again. It's okay to be vague or general here. Leave the surprise for later.
Promise	Critical part. It answers the audience's eternal question of "What's in it for me?" and makes a strong claim that promises value later on if they keep listening.
Transition	Always signal to the audience before you make a move. This gives them a mental break from information processing and prepares them for what's to come. Feel free to have fun with transitions to add a bit of humor and inject your theme into them.

**Let's see an example**



## Introduction - Example

# Presentific Outline

### Open with Power

Who is having a absolutely terrible day so far? (One person, okay!)  
And who is having a great day so far?  
(So many of you, wow!)

### Link to Topic

Wouldn't it be great if everyday could be this good?  
It would be amazing, right? **Good news, the answer is not out there. it's 'in here'.**

### Who Am I?

My name is Alex MacIntosh. I'm a public speaking coach, and I've been living in Hungary for 8 years.  
I believe I have cracked the secret of having a good day. Almost everyday. It's not palinka.

### Preview

In the next 15 minutes, I'm going to share the mindset, habits and routines I use to  
have a good day almost everyday.

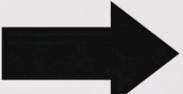
### Promise

When you leave here today, you will know exactly where to start so you can have happier  
days on a consistent basis starting tomorrow.

**\*main message**

### Transition

Sound good? Well, let's get started.

**Let's move to the body of the presentation** 

## Body - Point Breakdown

Open Point	This is the first point from your preview. Open the point by clearly stating it. Don't hide it in cleverness. This is a second signpost for the audience that we have arrived in a new place. The language used should be very similar to what you said in your preview.
Point	Once the topic is open, state your point. It could be a claim or challenge a common way of thinking.
Reason	This is where you give the reason for your claim or way of thinking and set up your evidence
Evidence	There are many ways to give your evidence. It could be an example that the audience can relate to. Often, it's a story from history or a personal story. Analogies also work here. Or show some graphic evidence and explain it.
Point	Re-state your point from above. This cements it in the audience's brain. Also, try to connect to your message in this section.
Transition	Always signal to the audience before you make a move. This gives them a mental break from information processing and prepares them for what's to come. Feel free to have fun with transitions to add a bit of humor and inject your theme into them.

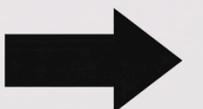
Let's see an example



## Body - Point Example

- Open Point** Let's start with mindset. I know, it's one of those buzz words you hear in every Instagram Reel. Buti's central to having a good day.
- Point** A happy day starts with the mindset of being "A Giver"
- Reason** When we set our intention on being positive and helpful by default, the world changes around us. For the better.
- Evidence** For most of my adult life, I felt like a victim. I walked around waiting for people to inconvenience me, get in my way, waste my time or take advantage of me. And I would approach the day ready to protect myself. Wondering "What idiots will I have to deal with today? I wasn't a happy person. The change came from a book called The Go Giver by Bob Burg. In his book....
- Point** The first step to being happy everyday starts 'in here' with the mindset of being a giver - **\*main message** being positive and helpful.
- Transition** Now that we have our mindset locked in, let's go to the second element that almost guarantees you will have a good day.

**Let's go to the conclusion**

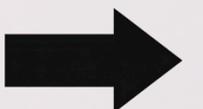


## Conclusion - Breakdown

# Presentific Outline

Transition	Signal that this is the beginning of the end but in a good way. Reset your positive energy here.
Re-cap	Revisit your preview and what you already told the audience. This language often in the conclusion often mirrors the introduction and body very closely. Don't include any new information. Be clear and concise.
Re-visit Promise	Confirm to the audience that you have fulfilled your promise to them and the information is complete.
Call-To-Action	What is the next step the audience needs to take? Add a burst of energy. What do they need to do? When?
Final Message	This is the lasting message the audience needs to hear. Often, it is the result of doing the Call to Action. It ties everything together and leaves the audience in a better place.
Thank you	It is not necessary to say "Thank You" but it is extremely common. Smile, nod to the audience and then look toward the emcee at the side of the stage so they know to return to the stage.

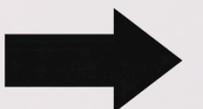
Let's see an example



## Conclusion - Example

- Transition** So what have we learned today about how to be a happier person?
- Re-visit Preview** We talked about the importance of setting an intention with the mindset of being a Giver. We explored habits...we examined routines for our thinking... etc.
- Re-visit Promise** And now you have three key to having a good day almost every single day.
- Call-To-Action** Use them for the next 3 days and you will see for yourself. How much more emotionally centered you are. How confident you feel and how happy you are.
- Final Message** Because the secret to having a good day everyday is not 'out there'  
(pause)  
It's 'in here.'
- \*main message

Coming up next, a handy 5-page worksheet



## Introduction - Fill in

# Presentific

Outline

Open with Power

Link to Topic

Who Am I?

Preview

Promise

Transition

## Body - Point 1 Fill in

# Presentific

Outline

Open Point

Point

Reason

Example

Point

Transition

## Body - Point 2 Fill in

# Presentific

Outline

Open Point

Point

Reason

Example

Point

Transition

## Body - Point 3 Fill in

# Presentific

Outline

Open Point

Point

Reason

Example

Point

Transition

## Conclusion - Fill in

# Presentific

Outline

Transition

Re-visit Preview

Re-visit Promise

Call-To-Action

Final Message

Thanks for downloading this free resource.

All the best in your presentation!

**Presentific**

Using Science to Make Presentations Stick

If you need me, I'm not far away.

+36 30 670 7884

[youunlimitedalex@gmail.com](mailto:youunlimitedalex@gmail.com)

[alexmacintosh.com](http://alexmacintosh.com)



[alexmacintosh.com](http://alexmacintosh.com)