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### INTERNET LINKS\*:

[CALENDAR](#) [MBA HOME PAGE](#) [WORKBOOKS](#) [MBA OFFICE HOURS](#) [CLASS REPLAYS](#)

### LINKS IN THIS DOCUMENT:

[TOPIC 1](#) [TOPIC 2](#) [TOPIC 3](#) [EXERCISE-2-4-3-1](#) [RESOURCES](#) [HOMEWORK](#)

\* If prompted for a password, use the password that was emailed to you.

## WORKBOOK FOR SALES, MARKETING & COMMUNICATIONS SEMESTER #2 & CLASS #4 (ALSO CALLED SMC-2-4\*\*)

**3 TOPICS COVERED IN THIS LESSON:** (Brief Recaps in Brackets. Click the text to jump to the page in this workbook where we cover the Topics).

- 1** [SMC-2-4-1: INSERTING & ADVANCED CUSTOMIZING OF IMAGES ON YOUR SLIDES](#) (We use software products to discuss more advanced image editing.)
- 2** [SMC-2-4-2: USING MUSIC AND VIDEO ON YOUR SLIDES](#) (We discuss how to insert music and videos on your slides.)
- 3** [SMC-2-4-3: CASE STUDIES ON PRESENTATION SLIDES I HAVE MADE, INCLUDING DOWNLOADS OF THE PRESENTATION AND HOW I BUILT THEM](#) (We discuss presentations that Chris created and how he made some of the more advanced features.)

Please have this workbook open during the SMC-2-4\*\* lecture and fill in the blanks or answer the questions in this workbook when Chris asks you to do so during the live lesson (or during the replay of the live lesson). The homework for all lessons is always listed on the last page.

If you are watching a live version of this lesson, please let Chris explain the concepts and then we will have many opportunities for live Q&A when he mentions: “*Does Anyone Have Any Questions?*” You can also ask Chris questions about the concepts taught in this class during his weekly *For MBA Degree Program Students Only Weekly Q&A Webcast*, which is available at the following [link](#) using the password that was emailed to you.

Please note that after the class is finished, Chris will direct you where to go online in order to take a quiz based on the concepts taught in SMC-2-4. If you can’t watch this class live, then Chris’ team will have an edited [replay](#) of the lesson online within one day after this class has ended.

### **TOPIC 1 OF 3: SMC-2-4-1: Inserting & Advanced Customizing of Images on Your Slides**

**Optional: Type your notes for Topic #1 in this box:**

**Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?**

**Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1.** If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

## TOPIC 2 OF 3: SMC-2-4-2: Using Music and Video on Your Slides

Optional: Type your notes for Topic #1 in this box:

Optional: How can you apply what you have learned about Topic #1 today to enhance your career (or to make you happier and more successful in general)?

**Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #1.** If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #1. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you). Before asking the question about Topic #1, please look at the first page of this document to see what he will discuss in Topic #2 and Topic #3 (in case your question will be addressed during Topic #2 and Topic #3). Thanks:

**TOPIC 3 OF 3: SMC-2-4-3:** Case Studies on Presentation Slides I Made, Including Downloads of the Presentation and How I Built Them

For the slide downloads of the case studies, you can access them from the resources section of this workbook or from this web address [all lower case]: [www.harounventures.com/smc-2-4](http://www.harounventures.com/smc-2-4) .

**Optional: Type your notes for Topic #3 in this box:**

**Optional: How can you apply what you have learned about Topic #3 today to enhance your career (or to make you happier and more successful in general)?**

**Optional: Type a question(s) below that you want to ask Chris on the live webcast about Topic #3.** If you are watching the live webcast of this lesson, after Chris finishes discussing each Topic, he will say “Does anyone have any questions about Topic #3. At that point you can copy and paste the text that you type below into the YouTube message box to ask him a question. If you are not on the live webcast, you can also ask him your questions during the [MBA Only Students Office Hours Webcast](#) (use the password that was emailed to you).Thanks:

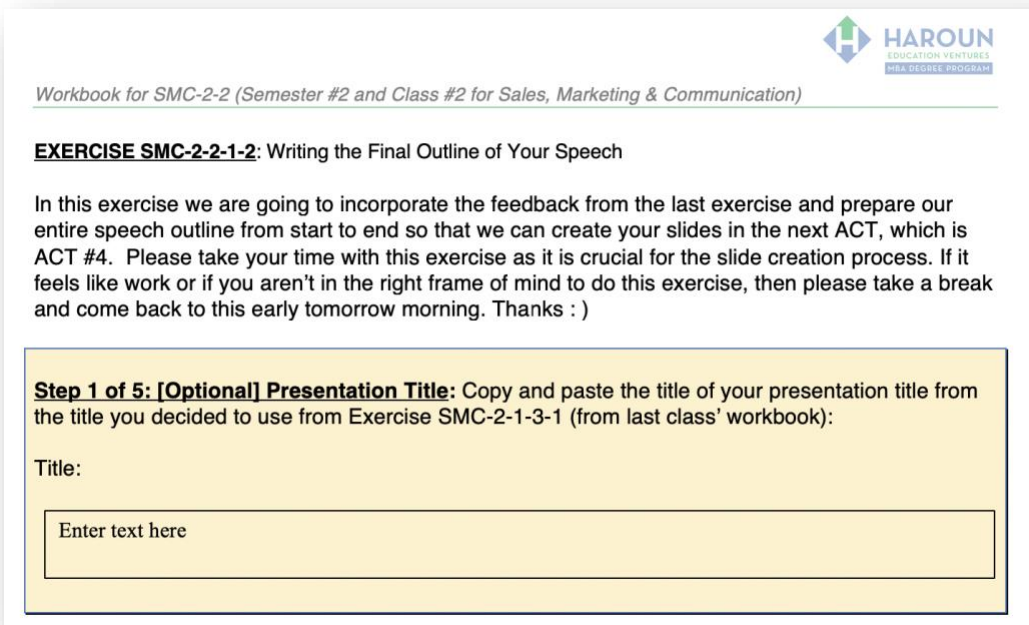
### EXERCISE SMC-2-4-3-1: Creating Your Slides

If you want, (and this is optional) download and use any of the presentation slides already discussed in the MBA program to complete this exercise as templates. (Please see the RESOURCES part of this workbook for links to the downloads). Then, if you want, you can customize and change the presentation that you downloaded; my goal is to help you work smarter and not harder.

If you don't want to download a presentation that I created, then use templates provided in whatever presentation software or internet presentation program you want to use. All of major the presentation products have templates that you can use.

For EXERCISE SMC-2-4-3-1 (meaning this current exercise), we are going to use the content that you created in EXERCISE SMC-2-2-1-2 and create our slides. I will call each step in this process Step A, Step B, Step C and Step D. Please make sure that you have completed EXERCISE SMC-2-2-1-2 before completing this exercise, which is EXERCISE SMC-2-4-3-1. Thanks

**Step A:** If you want to put a title on your slide, you have the option of copying and pasting the title from EXERCISE SMC-2-2-1-2 in Step #1 – please look at this image:



The screenshot shows a page from a workbook with the Haroun Education Ventures logo at the top right. The page title is "Workbook for SMC-2-2 (Semester #2 and Class #2 for Sales, Marketing & Communication)". The main heading is "EXERCISE SMC-2-2-1-2: Writing the Final Outline of Your Speech". The text below explains the exercise's purpose and provides instructions for Step 1 of 5: "[Optional] Presentation Title: Copy and paste the title of your presentation title from the title you decided to use from Exercise SMC-2-1-3-1 (from last class' workbook):". Below this instruction is a text input field with the placeholder "Enter text here".

Copy the presentation title onto your first slide.

**Step B:** In EXERCISE SMC-2-2-1-2, please look at Step #2 per this image:

**Step 2 of 5: Starting Your Presentation:** Copy and paste the way(s) in which you would like to start your presentation from your answer(s) to SMC-1-3-3: Exercise on Starting your Presentation (from 2 classes ago's workbook):

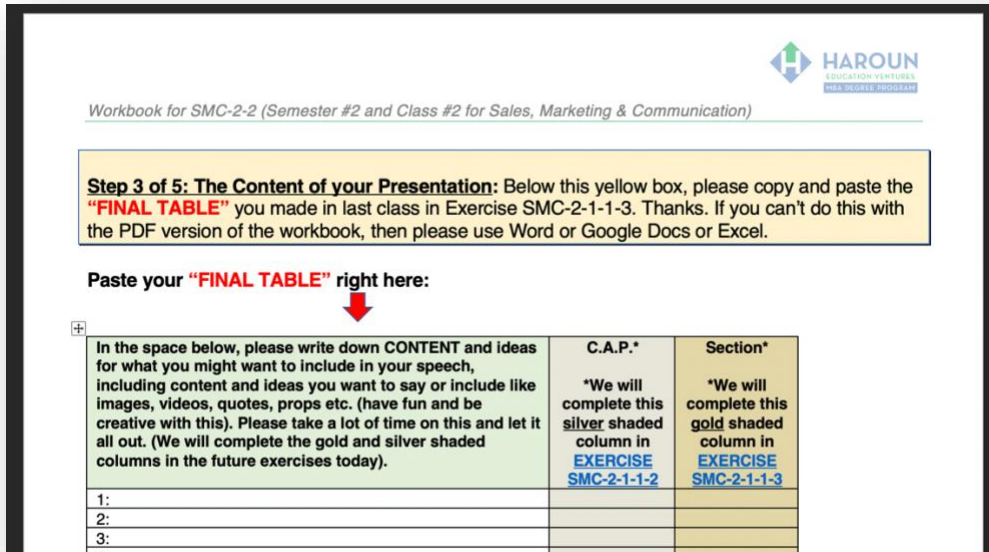
Starting Your Speech:

Enter text here

In this step, which again is Step B, you have the option of create a slide or 2 or 3 based on how you are going to start your presentation. For example, you can put a quote on a slide or an image, etc.

Make sure to not put too many words on each slide. Don't worry as we will discuss how to prepare for your speech in a lot of detail in Act 8 of this course.

**Step C:** In EXERCISE SMC-2-2-1-2, please look at Step #3 per this image:



Workbook for SMC-2-2 (Semester #2 and Class #2 for Sales, Marketing & Communication)

**Step 3 of 5: The Content of your Presentation:** Below this yellow box, please copy and paste the **"FINAL TABLE"** you made in last class in Exercise SMC-2-1-1-3. Thanks. If you can't do this with the PDF version of the workbook, then please use Word or Google Docs or Excel.

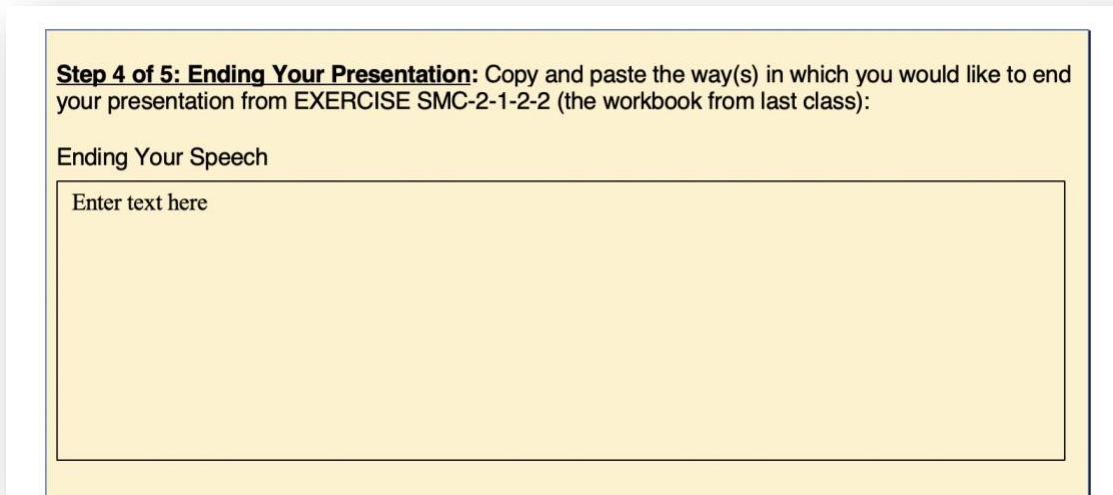
Paste your **"FINAL TABLE"** right here:

↓

| In the space below, please write down <b>CONTENT</b> and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. (have fun and be creative with this). Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises today). | C.A.P.*   | Section*  |
|---|---|---|
| 1:  | *We will complete this silver shaded column in <a href="#">EXERCISE SMC-2-1-1-2</a> | *We will complete this gold shaded column in <a href="#">EXERCISE SMC-2-1-1-3</a> |
| 2:  |   |   |
| 3:  |   |   |
| 4:  |   |   |

For this current step please make 1 slide for each content line from your FINAL TABLE that you created in EXERCISE SMC-2-2-1-2. Please make sure that you don't use many words at all. If possible, use a picture instead of words or both. If you need to create animations or add more advanced options to explain a complex topic, you can always watch any of the lectures in Act 4 to help you with this.

**Step D:** In EXERCISE SMC-2-2-1-2, please look at Step #4 per this image:



**Step 4 of 5: Ending Your Presentation:** Copy and paste the way(s) in which you would like to end your presentation from EXERCISE SMC-2-1-2-2 (the workbook from last class):

Ending Your Speech

Enter text here

In this step, which again is Step D, you have the option of create a slide or 2 or 3 based on how you are going to end your presentation.

Have fun creating your slides. Please remember to use a few (but not necessarily all) of the P.I.M.C.O. slide creation concepts that we discussed. P.I.M.C.O stands for:

P for Pictures  
I for Inspiration  
M for Minimalism  
C for Consistency  
O for Original

As you completed this exercise, don't think much about your delivery or preparing your delivery, as we will discuss these topics in Act 6 and Act 8 respectively.

Thanks, and congratulations on completing Act 4!



## **RESOURCES**

You can download the slides that we discussed in the previous class if you want to use parts of them for your presentation slides. Please see <http://harounventures.com/smc-2-3> [all lower-case].

You can download the slides that we discussed in the case studies in topic 3 of today's class if you want to use parts of them for your presentation slides. Please see <http://harounventures.com/smc-2-4> [all lower-case].

## **HOMEWORK**

After this lecture, please complete any exercise(s) in this workbook that you have not yet completed (if applicable) and the quiz associated with this lecture. The quiz is always in the last lecture for each class.  
Thanks