**Presentation Analysis for Example #3** by Austin Bunker

Selling your brand is not an easy thing to do, it takes time, energy, and passion; Example #3 has done a decent job of this. Just in the way I do not know the presenters name, or brand name, he still needs to put in a bit more work to make it great.

He begins by using ethos in his story to setup his reputation, and he establishes a very good first impression by portraying himself as likeable in the story. The story he chose was relatable because he told it in a way that reminded me, the audience, of when my friends and I would play imaginary war and make small movies of each other doing it. Albeit it had many good aspects, the story also made the beginning too long and very wordy; a beginning should be short and sweet, and not the biggest part of the presentation. It went on so long that I was unaware that it was left on a cliffhanger, I moved on and forgot about it, so it didn’t make as much sense when he said that I was probably wondering how the story from the beginning ends; I was thinking, “I actually wasn’t, I didn’t realize it hadn’t ended.” After his story, though, he made the move from the armed forces to films sound like the logical thing to do in his position, it gave the transition strong logos. From there, he jumps between the past, present, and future in meaningful ways, even referring to the story at the end, and this keeps my attention much easier. During the journey of ‘time travel’, he changes tone and enunciates very clearly as to be sure to keep the audiences’ attention. His words and imagery remained the key point of focus throughout because he made very good use of keeping his background as just a background. With all these well-executed techniques, he successfully sells himself, his brand, and his skills in very meaningful ways. The text on screen often said exactly what he planned before he would get the chance, verbatim; this causes static between him and the audience since they have already gotten ahead of the speaker. He used a few filler words like, “to be able to write…”, and they sound out of place in the presentation, changing the wording to something like, “to write…” would be more effective. His audience was not clarified in his presentation, so I was under the impression that his audience was the entire writing industry which is entirely too broad. His voice was often too distant because of all the audio quality changes and audio splicing, which would also cause flickers and gaps in the audio; this along with some of the imagery and information being irrelevant to the presentation pulls the audience out of the mindset you’ve worked to put them in. In the bit where the presenter says, “it’s who I am”, is used almost completely ineffectively because it was used so little and at a slightly unimportant part compared to his essential information. Using the bit once in the beginning, three times in the middle, and once to close the presentation out would be a much more impactful use. The presentation also ends a bit abruptly and has no leadup to the closing sentence, and the text that displayed on the screen was obsolete with what he was saying and confused me.

All in all, the presenter did a sufficient job telling about himself, but he didn’t do as well selling his brand to the audience. With more work and a little more thought, he could have an incredible presentation on his hands. My advice to the creator: Keep doing what you’re doing, it is looking and sounding good. Primarily focus on the quality of life enhancements like audio and the images that are chosen at the times which they are used. It doesn’t need a redo, only a fix up. You’re on the right path.