PowerPoint’s Rules of Seven
(For creating more effective PowerPoints)

1. **Follow the “Seven-by-Seven rule”**
   a. Use no more than 7 words per line and no more than 7 lines per visual.
   b. If you need more words, make sub-points below the main point.
   c. Only present one main point with a maximum of six sub-points on a slide.
   d. Use your slides to emphasize a point, keep yourself on track, and illustrate a point with a graphic or photo.
   e. Keep your font size 24 or bigger.

2. **Apply the "billboard" test**
   a. Each slide or transparency should be easily read and understood similarly to information seen while driving.

3. **Use images that relate and support your presentation**
   a. Realize that people may forget lists, but they'll recall images.
   b. Don't overdo the graphics with too many or too contrasting in color.

4. **Make sure your presentation is easy on the eyes.**
   a. Stay away from weird colors and busy backgrounds.
   b. Use easy-to-read fonts such as Arial and Times New Roman for the bulk of your text.
   c. If you have to use a funky font, use it sparingly.
   d. Think "thin" when deciding on line thickness and "discreet" when picking colors.

5. **Leave out the sound effects and background music, unless it’s related to the content being presented.**
   a. Make sure your audience has the ability to see and hear the presentation.
   b. Use slide transitions that pique interest. Do not get carried away with too many but do use a variety in your presentation.

6. **Use the "one" principle:**
   a. Limit each visual to one idea, one concept or one main point.

7. **Put it to the one-minute test:**
   a. If the audience will need more than 60 seconds to figure it out, it's too complex.
   b. Proofread, proofread, and proofread. You’d hate to discover misspelling during your presentation.