

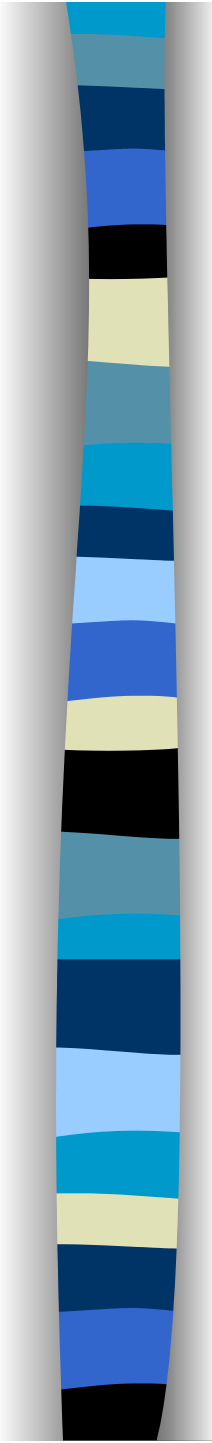
Text visuals can be very useful, especially for reinforcing idea structure in previews and reviews.

Take a look at the following text visual.



# Overview of the Presentation

- Review the critical features of new product
- Compare our product to the competition
- Develop two major markets for the product
  - Young business people
  - College students
- Block out sales pitch to retail stores



Note that the bulleted items are effectively worded as short, clear phrases...

Review the critical features of new product

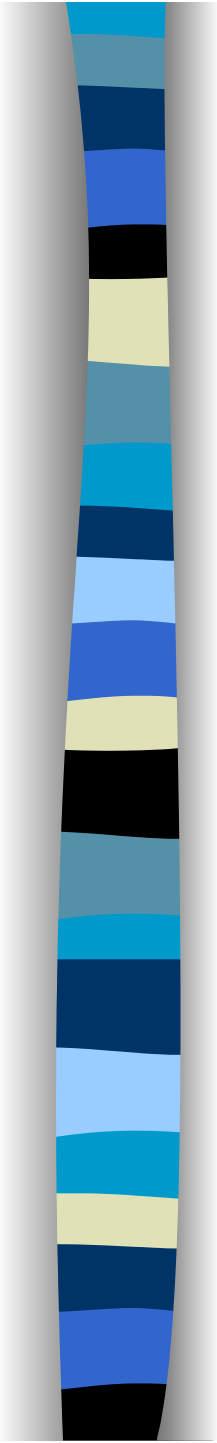


rather than as an unspecific single term...

Review

or an unnecessarily detailed complete sentence...

The first step of the process is to review the most important, critical features of the new product being developed.



Note also that each phrase begins with an “action” verb, and phrasing is consistent across items.

**Action verb**

Review the critical features of new product