



FREE PRACTICAL LEARNING EBOOK

Microsoft PowerPoint Essentials

Design clear presentations that explain, persuade and sell.



By Lambodar Patra
Digital Marketing, Meta Ads & Business Growth
Partner

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Learn practical skills. Build smarter systems. Grow with confidence.

START HERE

What you will be able to do

This guide shows how to turn a message into a professional presentation without overcrowding slides.

- Plan a clear story
- Create consistent slides
- Use visuals and charts well
- Present with confidence

Practice rule

Use the skill immediately on one real document, dataset, presentation or business task. Practical use creates confidence faster than passive reading.

Learning path

- 1. Plan the Story
- 2. Slide Design Basics
- 3. Visual Communication
- 4. Business Presentation Types
- 5. Delivery and Export

Plan the Story

A presentation is a sequence of decisions, not a collection of slides.

Audience and goal

Define what the audience should understand or do.

- One main objective
- Three supporting messages
- One final action

Simple structure

Use a beginning, middle and end.

- Problem or opportunity
- Evidence and solution
- Plan and next step

Try this now

Write a 7-slide outline for one service or business idea.

Slide Design Basics

Hierarchy helps the audience know where to look.

Layout

Use grids, alignment and white space.

- One idea per slide
- Strong title
- Consistent margins

Typography and color

Keep choices limited.

- One heading font
- One body font
- High contrast
- Brand accent color

Try this now

Create a title slide, section slide and content slide using one consistent theme.

Visual Communication

Visuals should make meaning faster.

Images and icons

Choose relevant, high-quality visuals.

- Avoid stretched images
- Use consistent icon style
- Crop with intention

Charts and data

Highlight the insight, not every data point.

- Simplify labels
- Use one highlight color
- State the takeaway in the title

Try this now

Turn one table of numbers into a simple bar chart with a takeaway title.

Business Presentation Types

Different goals need different slide sequences.

Sales and proposal

Build trust before the ask.

- Customer problem
- Your solution
- Proof or case study
- Scope and next step

Company profile

Balance story, capability and credibility.

- About
- Services
- Industries
- Work examples
- Contact

Try this now

Create a 10-slide service proposal using the recommended sequence.

Delivery and Export

A good deck must also work when presented or shared.

Presenting

Use notes and rehearse transitions.

- Do not read every word
- Use short speaking points
- Check timing

Sharing

Export for the audience.

- PPTX for collaboration
- PDF for fixed layout
- Embed or package media

Try this now

Rehearse a five-minute version and export a PDF copy for sharing.

QUICK REFERENCE

Your action checklist

- ☐ Define one goal
- ☐ Use one idea per slide
- ☐ Align every element
- ☐ Use readable type
- ☐ Simplify charts
- ☐ End with a clear action

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WhatsApp: +91 81287 29003

Noida, India