

Key Word Outline

Objective: _____
(Why are you speaking? Big issue? What will be different? By when?)

Audience Information: _____
(Decision maker? Influencer? Key benefit? Key issue? Knowledgeable? Attitudes? Personality styles? Culture? Current image of me?)

Open: (Tell Them What I'm Going to Do)

Why I'm Before You: _____
Attention Grabber: _____

(Statistic, quote, rhetorical question, or current event. Or create a sense of urgency if you need a buy-in for change.)

Message: _____
(Six words or less; call to action and implied benefit; challenge them to greatness.)

Announce 3 Points: _____

Body: (Do It)

3 Key Points: (Bullet words, easy to remember; verbs to activate, benefits to sell.)

1) _____

(Persuasive logic, data, analysis)

(Motivating Story)

2) _____

(Persuasive logic, data, analysis)

(Motivating Story)

3) _____

(Persuasive logic, data, analysis)

(Motivating Story)

Q & A

Close: (Tell Them What I Did)

Summary: _____
(Review 3 points and their big benefit to audience)

Next Steps: _____
(Call to action/Message; Challenge them to greatness)