

# Key Word Outline

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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)