COLLECT, SELECT AND ORDER YOUR SPEECH CONTENT

1. COLLECT CONTENT
Write an argument (one noun) in each of the six gray boxes

2. SELECT THREE
Select with circles the three most important arguments for your audience

3. BUILD CLIMAX
Add the letters A (least important), B (more important) and C (most important) to the circles

4. CREATE THE SPEECH STRUCTURE BUILDING™

BUILD AND STRUCTURE ANY SPEECH OR PRESENTATION IN FOUR SIMPLE STEPS

THEME

MESSAGE

ACTION (simple, specific and symbolic)
After listening to my talk the audience will:

CLOSING
Summary ABC + Message + Action (see above)

A ..........................  B ..........................  C ..........................

OPENING
First sentence ................................................................. + Message (see above) + Signpost (e.g. “There are three good reasons for that.” Or, “Three examples support this point.”)