



**SPEECH  
STRUCTURE  
BUILDING™  
METHOD**  
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BUILD YOUR PERSUASIVE TALK  
IN FOUR SIMPLE STEPS

**SUBJECT**

**OBJECTIVE** (Call to action: simple, specific, symbolic) **!**

**MESSAGE** (Max. six words, Instagrammable, #-style)

**RELEVANCE** (Why should they care?)

**COLLECT, SELECT AND ORDER YOUR SPEECH CONTENT**

**1. COLLECT CONTENT**

Write a one-word argument (reason/benefit) in each of the six gray boxes

**2. SELECT THREE**

Select with circles the three most important arguments for your audience

**3. BUILD A CLIMAX**

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


**4. CREATE THE SPEECH STRUCTURE BUILDING™**

**CLOSING**  
Recap ABC + Message + Call to action (see above)

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A .....	B .....	C .....
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**DRAINPIPE**

**OPENING**  
First sentence (100% attention) .....

Message (see above) .....

Signpost (e.g. "There are three good reasons,") .....