

Organize Your Presentation

TELL 'EM WHAT YOU'RE GOING TO TELL 'EM



Hook: Identify the key business challenge of your audience: "I understand that you..."



Message Objective: Tell your audience what's in it for them

By _____

you will _____



Preview Your Three Key Points: 6-8 word "bumper stickers"

Point 1. _____

Point 2. _____

Point 3. _____

TELL 'EM

Bring Your Key Points to Life With Evidence (S.P.E.A.K.S.)

Point 1.

Point 2.

Point 3.



TELL 'EM WHAT YOU TOLD 'EM

Recap Your Message Objective and Three Key Points

M.O. _____

Point 1. _____

Point 2. _____

Point 3. _____



Wrap With a Call to Action.