

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.