Speech Planning Worksheet

Introduction (The speaker sells the idea to the audience so they'll want to listen. The first few minutes of a speech are very important.) 10%

A. Get Audience's Attention
- Share a brief story or example that directly relates to the speech.
- Mention a startling statement, statistic or fact.
- Start with a question, quotation, or familiar saying that has to do with the topic of the speech.

B. State The Topic

C. Relate To Audience
- People pay attention to things that concern them.
- You might refer to a common experience, fear, or situation with which everyone is familiar.
- Challenge the audience with a question, invitation or quiz.

D. Preview Main Points
- Simply list the points in the order they will be presented.

Body of Presentation (The body includes the main points of your message.) 80%

- Select three main points you want to emphasize.
- A point can be expressed in many different ways.
- Repeat an important point before moving on to discuss another point.
- Use transitions to connect parts of the presentation. Transitions are words or phrases that allow you to move smoothly from one point to another.
- Use stories, personal experiences or humor to add interest and reinforce each point.
- Picture words help individuals visualize what you say and keep the listener interested.

Main Point:

Main Point:

Main Point:

Conclusion (The speaker wraps up by summarizing the main points the audience needs to keep in mind. Just as first impressions are important, the same is true of final ones!) 10%

A. **Signal the close** of the speech by using a simple transition sentence that lets the audience know the speech is nearly finished.

B. **Reinforce the main points** by reminding the audience about the most important things they have just heard.

C. **End strongly**
- Use a brief story, example, or quotation.
- Or, encourage the audience to do something to follow up on what they have just heard.
- Sometimes it is helpful to mention where additional information can be obtained.