



## DEVELOPING A TALK

### NOTES

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STEP 1 (a): What is the broad goal?

*To inspire? / To persuade? /*

*To inform? / To enable?*

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STEP 1 (b): Research your topic.

*Brainstorm ideas, possible key points*

*or draw a mind map*

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STEP 2: What is the central theme/ core point of the talk?



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AUTHOR OF E-BOOK:

Public Speaking:  
From Preparation to Presentation  
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STEP 3: The Power statement:

Why should your audience listen to your message?

What is the benefit?

*My audience, . . . (fill in a description of your audience):*

*. . . needs to hear the message about . . . (fill in the core message):*

*Why? Because . . . (fill in why they will benefit from this message):*

Or: Why should your audience listen to your talk? What should they know / be able to do afterwards?

*My audience, . . . (fill in a description of your audience):*

*. . . should be able to . . . (fill in what you would like them to be able to do by the end of your speech):*

*How? By . . . (fill in how they should be able to do it by the end of your speech):*



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STEP 4: List the main points for your talk

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STEP 5: How will you make each point more interesting?  
Which resources will you use (visuals, examples, stories, etc.)?



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