

POWERFUL PUBLIC SPEAKING

ANYWHERE, ANYTIME, FOR ANYONE

DATE STARTED:
DATE FINISHED:

LESSON 8

HOW TO STRUCTURE YOUR COMMUNICATIONS

THE BEGINNING

- WHY I'M STOOD UP HERE
- HELLO, MY NAME IS...
- WHY ARE WE HERE?
- LAY OUT THE GROUND RULES
- ASK A QUESTION

THE MIDDLE

- GET TO THE POINT
- ASK A QUESTION - 3 STYLES
- GET THEM INVOLVED
- GET THEM TO RECAP
- MAKE THEM LAUGH
- CHANGE THE TEMPO
- CASE STUDIES
- FACTS
- STATISTICS
- STORIES

THE END

- WHAT DO YOU WANT OUT OF THIS SPEAKING ENGAGEMENT
- WHAT DO MY AUDIENCE WANT/NEED?
- END IN A POWERFUL WAY.
- ACTION; HOW DO YOU WANT YOUR AUDIENCE TO FEEL?
- WHAT DO YOU WANT THEM TO DO?
- REMIND THEM WHAT YOU WANT THEM TO DO.
- REMIND THEM WHAT WILL HAPPEN IF THEY DON'T TAKE ACTION.
- A CALL TO ACTION (CTA)-
- RECAP
- REMEMBER IT'S NOT JUST YOUR WORDS THAT FINIS, IT'S YOUR BODY LANGUAGE
- ENSURE YOUR AUDIENCE COMFORTABLY KNOW YOU'VE FINISHED SPEAKIN