



Know Your Message

After doing audience research, you're ready to prepare your remarks. Unless you have an amazing memory or the ability to read remarks without sounding canned, don't write out your presentation word for word. Instead, be sure about your opening and closing, establish a clear theme, support the theme with examples and stories, and give your audience a call to action.

Theme

Opening statement

Main points that support the theme

1.

2.

3.

Stories and examples that illustrate the points

1.

2.

3.

General Conclusion

Call to Action

Closing statement