Audience Profile

Who are you spea	aking to? What's the	e occasion?
Which audience n accept your recor		king the decision to
What is the audie	ence's level of exper	tise?
The key decision maker and influencers have stong familiarity with my subject and the terminology I plan to use.	Mixed. A few people in the room know all about my topic, but it's new for many.	I'm describing a new idea in a subject area that the key decision maker and influencers are not familiar with.

Audience Profile

What are some specific problems, concerns, or issues faced by the audience? What's on their mind?

If possible, interview one or more of the audience members well before your speech. Find out what's going on in their world. What are they worried about? Have there been recent developments that have changed the landscape? Not all otheir concerns will relate directly to the subject of your presentation. List them anyway. (If you can't talk to an audience member beforehand, put yourself in their shoes. Based on what you know about their situation, what are their most important concerns?)					
What type	of presentation are you giving?				
	Persuasive. After listening to the speech, I want the audience to take an action, make a decision, change their opinion, or actively support a decision that's already been made.				
	Informative. The speech will merely communicate a few points to the group. I don't expect the listeners to take a specific action as a result of my presentation.				
_	peeches are persuasive! See page 19 of the Tutorial for more persuasive vs. informative presentations.				

Introduction: POW! statement & Setup

Writ	e you	POW	'! stateme	ent: c	one to	o three	senter	nces	that
will	catch	their	attention	and	mak	e them	want	to lis	sten.

IDEAS: Ask a question – Give a statistic – Give a quotation – State a startling fact Make an original observation – Frame an old issue in a new way - Ask them to use their imagination
Write your Setup: draw the audience in and frame your presentation with background and context.
Refer back to your <i>Audience Profile</i> to remind yourself of the concerns faced by your audience. Tell a story or relate an anecdote that connects with the subject of your speech. Explain the general circumstances familiar to your audience which relate to your recommendation. Describe the context of the event that has brought the audience together. Why is everyone there listening to you?
continue on the back if necessary

Introduction: Recommendation & Benefits

What exactly do you want the audience to do?			
Explain the action the audience should take, the viewpoint they should adopt, or the choice they should make. (If you're giving an informative speech, what are the primary <i>topic</i> and main <i>agenda points</i> that the audience will learn about?)			
Why would they do this? What's in it for them?			
List at least three <i>benefits</i> they will receive when they accept your recommendation. How will their situation be improved? Which of their problems will be solved? (In an informative speech, what benefits will the audience receive from having heard this information?)			

What are the logical questions the audience will raise after hearing the benefits or agenda items?

List the *questions*, *challenges* or *objections* that your audience will need to have answered in order to be convinced about the benefits you listed or to understand the agenda items.

Common questions include: "Who would be involved? What happens? Where does it take place? When does it start? How would it work? Who would be involved? Why are they qualified? What would I have to do? How much does it cost? Why are you qualified to perform this task? Why do I need anyone's help to do this? How is it different? Has this benefit worked for other people?"

Answer	the	questions	&	challenges	to	the	first	benefit	or
agenda	iten	า							

What evidence can you show to demonstrate the truth of your statement? Use facts, statistics, pictures, examples, and stories to respond to the audience's curiosity and skepticism about the first benefit or agenda item.
Summarize your answer in one concise sentence This sentence will be the "headline" for your first section.

Answer the questions & challenges to the second benefit or agenda item

or agenda item
What evidence can you show to demonstrate the truth of your statement? Use facts, statistics, pictures, examples, and stories to respond to the audience's curiosity and skepticism about the second benefit or agenda item.
Summarize your answer in one concise sentence
This sentence will be the "headline" for your second section.

Answer the questions & challenges to the third benefit or agenda item

What evidence can you show to demonstrate the truth of your statement? Use facts, statistics, pictures, examples, and stories to respond to the audience's curiosity and skepticism about the third benefit or agenda item.
Summarize your answer in one concise sentence
This sentence will be the "headline" for your third section.

Summary

Repeat your Setup
Repeat your Recommendation or Topic & Agenda Items
Repeat the Benefits
What is the action step the audience should take?
If the audience accepts your recommendation, what's their next step? How do they get started? Explain the specific short-term action you want the audience to take: schedule a kickoff meeting, sign an agreement, vote on a certain date.