

Exercise (11)

Use this questionnaire together with the body of your speech to outline your introduction:

1. Attention grabber: How can I best keep the audience's attention? What would I not want to draw attention to?
2. Credentials: What makes me an expert on this topic? What does the audience already know? What new information can I offer them?
3. Topic: What will I prove in this speech? What aspects of my topic will I focus on?
4. Sub-Points: What are my sub-points? How does each point further my thesis or topic?
5. Application: Why should the audience care about listening? What is in it for them? What will they take home with them?