

## FIVE STEPS TO A POWERFUL PRESENTATION

- ▶ DECIDE YOUR PRESENTATION'S PURPOSE
- ▶ IDENTIFY YOUR AUDIENCE
- ▶ WRITE DOWN YOUR MESSAGE IN ONE SENTENCE
- ▶ DRAFT OUTLINE: INTRODUCTION, BODY, CONCLUSION
- ▶ PROOFREAD / POLISH / PRACTICE / PRESENT



What is your **purpose**? To inform, persuade, educate, entertain, congratulate, commemorate. . . ?

Identify your **audience** - To whom are you speaking? How many people? What are the demographics? Virtual or in-person? Taped or live?

Write down your **message** in one sentence - If you are unable to articulate your primary message in one sentence, then you may not be ready to write your speech; you may not yet be clear as to your content or purpose.

Draft **outline**: Don't worry about getting it all down exactly right; a "draft" is a first pass at your speech. It helps to draft the three key parts: introduction; body; conclusion—not necessarily in that order (you may think of the conclusion first!).

**Proofread** – so that you can eliminate errors, make corrections, double check pronunciations.

**Polish** – there's always room for improving a speech. Read through your speech and note areas where a different word or phrase might make a difference.

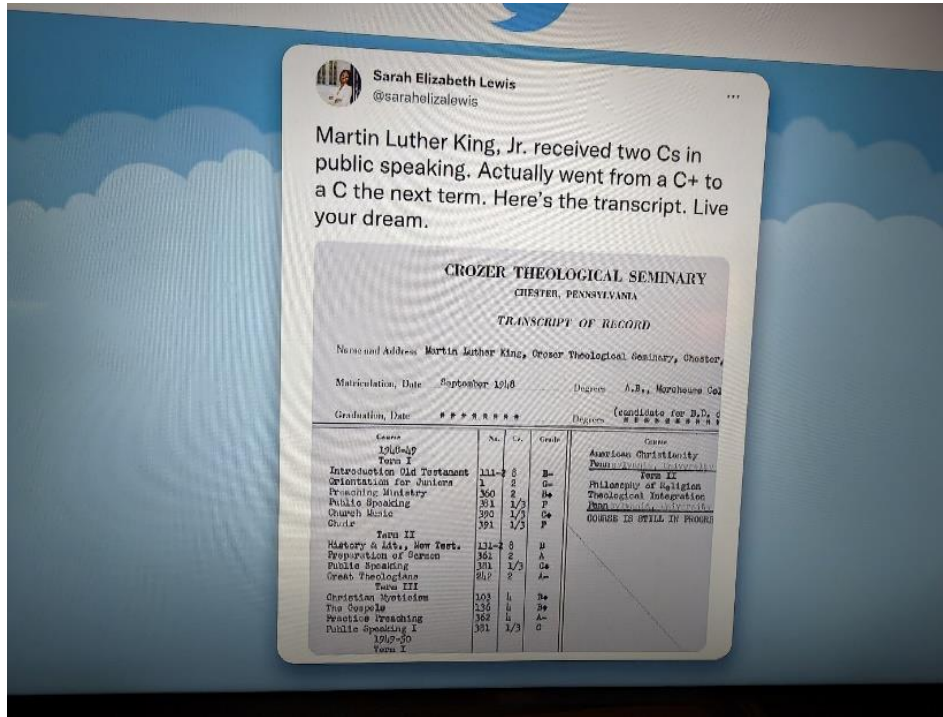
**Practice** – Practice makes perfect...unless what you're practicing is the wrong thing! Resist the temptation to "wing it"—practice your speech until you are comfortable with your content and delivery.

**Present** – remember that what you say is as important as how you say it. Content and delivery are equal partners in an effective speech.

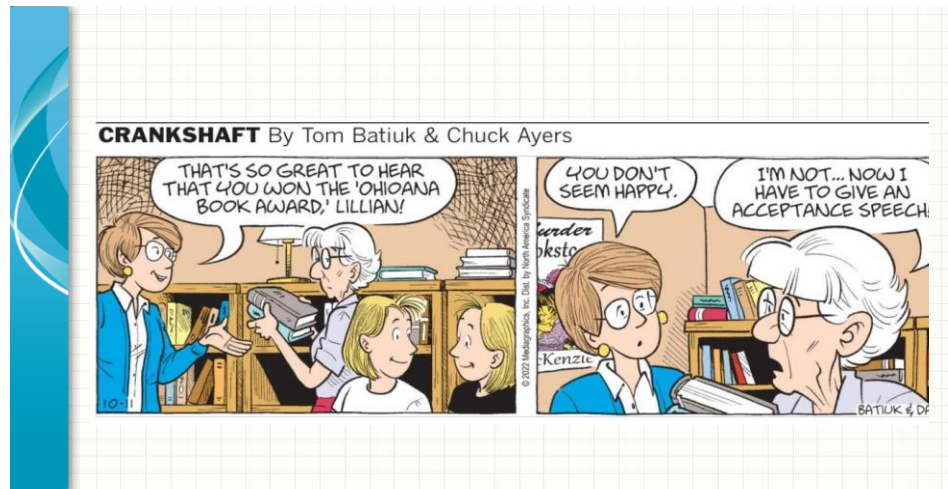
### Now go knock their socks off!



# AAUW California Gov Trek 2023



“Our lives begin to end the day we become silent about the things that matter.” --MLK



Don't be afraid. . .don't stay silent. . .speak up!

