

PERSUASIVE/INSPIRATIONAL SPEECH CHECKLIST

Need to persuade or inspire during your next speech?
This quick guide will help you achieve your goal

--Preparation

- 1. Who's your audience and what is their current viewpoint?
- 2. What's your desired result?
- 3. What arguments and evidence will you use?
- 4. What do you want them to DO after your talk?

--Introduction

- 1. Capture their attention with a relevant story, fact or statistic
- 2. Establish your credibility and credentials
- 3. WIIM? Signpost your talk. Tell the audience what they'll gain from hearing you out

--Close

- 1. Restate your main points
- 2. Create an enticing, inspiring picture of life after change
- 3. Leave them with your call to action

--Body and Delivery

- 1. Don't be the hero. No-one likes a show-off so take on the role of mentor or guide
- 2. Meet the audience where they are and take them on a journey
- 3. Tell stories that show the benefits of adopting your viewpoint
- 4. Appeal to both logic and emotion and structure your points clearly
- 5. Use evocative language, create mind pictures and include humour if you can
- 6. Create contrast. How will things be better if they act? What are the consequences of failing to change?