

P = PURPOSE

- **Complete an Audience Analysis before you begin writing.**
What do you want people to do, know, feel and takeaway after your talk?
- Determine your Core Message (why people should care)

O = ORGANIZE YOUR IDEAS

- **The key components of any persuasive presentation:**
 - ▶ Introduction (Hook, Greeting, and Call to Adventure)
 - ▶ Body (Steps 1, 2, and 3)
 - ▶ Conclusion (Back to the Beginning, Brief Recap, Clincher, Call to Action)

W = WRITE FOR THE EAR NOT THE EYE

- **Ensure you write how you speak:**
 - ▶ Are you or the audience expecting a formal or informal presentation?
 - ▶ Do you need to focus on the big picture (the forest) or the details (the trees)?
 - ▶ Always include both facts and emotion.

E = ENGAGE THE AUDIENCE

- **Use audience engagement techniques such as:**
 - ▶ Storytelling
 - ▶ Polls
 - ▶ Activities
 - ▶ Questions
- Every 10 minutes for an in-person presentation and every 4 minutes for a virtual presentation.

R = REVISE

- **Editing is an iterative process:**
 - ▶ Macro-editing: Ensure the individual components of your presentation combine to deliver your core message.
 - ▶ Micro-editing: Edit the details to ensure you have the precise combination to insure your audience remembers your core message.
- Read your presentation out loud and ask for feedback. Make changes based on this feedback.