Your Building Materials...

- Attention Getter
- Establish Credibility
- Establish Rapport
- Explain the “What’s in it for me?” (WIIFM)
- Preview of Main Points

Opening

Main Point #1

Main Point #2

Main Point #3

Closing

Supporting Evidence/Materials

- Facts
- Analogies
- Statistics
- Testimonies
- Descriptions
- Examples/Stories
- Definitions
- Explanations

- Provide a sense of closure
- Summarize Main Points
- End with Impact