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Get to the Point!

(The BIG IDEAS worksheet)

PURPOSE

I've made my point if the listener, audience or decision maker...

(Fill in a verb such as agrees, buys, changes, knows, understands, wants, believes, does. . . what?)

AUDIENCE or LISTENER

1. Who is my "audience" and what's their attitude? _____
2. What do they already know? _____
3. What do they *think* I'm going to say? _____
4. What do they *want* me to say? _____
5. What will they like about what I have to say? _____
6. What could they "hate" about it? _____

BACKGROUND What information will help me connect, set the stage, show I've listened, diffuse hostility?)

<ul style="list-style-type: none">▪▪▪▪▪

IDEA (What's the single most important idea or point I want the audience to "get" or repeat when I'm finished?)

GAMEPLAN (In what order are you going to give the supporting details, examples, incentives?)

<ul style="list-style-type: none">▪▪▪▪

INCENTIVES (What are the benefits of my idea to the audience? Include emotional and logical ones.)

<ul style="list-style-type: none">▪▪▪▪▪▪▪

DETAILS (What are the facts, numbers, procedures, details and left-brain logical reasons that support my idea?)

<ul style="list-style-type: none">▪▪▪▪▪▪▪

EXAMPLES (What personal stories, experienced, company case studies, or analogies will support my idea?)

<ul style="list-style-type: none">▪▪▪▪▪▪▪

ACTIONS (So what? Now what? Ask for action, recommend specific actions that will make my idea happen.)

<ul style="list-style-type: none">▪▪▪▪▪▪▪

SUMMARY: (Remember to ask for questions BEFORE you summarize!)

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OTHER IMPORTANT THINGS TERRI SAID:

ABOUT THE SPEAKER:

Terri Langhans is a CSP (*Certified Speaking Professional*) and COE (*Chief of Everything*) at *Blah Blah Blah*, her speaking, training and retreat company for people who want to stand out in the marketplace and make life less ordinary. Whether it's marketing or motivation, she packs her programs with plenty of laughs, powerful insights, specific strategies and tangible tools people can use right away to be more effective and make a difference. Terri is the author of the book ***The 7 Marketing Mistakes Every Business Makes and How to Fix Them***, and is the former CEO of a national ad agency and marketing firm she started from scratch and sold to a Fortune 100 company. As a Certified Speaking Professional, she is one of only 187 women worldwide to have earned the designation awarded by the National Speakers Association and the International Federation of Professional Speakers. **(800) 207-0015**

Speaking: www.BlahBlahBlah.us

Marketing: www.MaverickMarketing.com

Reading: www.The7MarketingMistakes.com