

## **Informative Speech Worksheet**

### **STEP 1: OMV and AUDIENCE ANALYSIS**

- 1. What is YOUR objective/outcome with this talk?**
  
- 2. How will YOU measure success?**
  
- 3. If both objectives and measures are achieved, what meaning/value is that to YOU?**

#### **Other important questions...**

4. Why do you want to give this talk? (Even if assigned, find your WHY!)
5. Who are they (audience) to you?
6. Who are you to them?
7. What do they value?
8. How relevant is your topic to them?
9. How much do they already know about your topic?
10. How much do they need to know in order to accomplish your goals?
11. Do they view your topic favorably, neutrally, or negatively?

12. What gaps in knowledge or misconceptions do they have about your topic?
13. What challenges or problems do they have related to your topic?
14. Are you speaking to one constituency (tribes/clicks of people) or many?
15. What expertise do you bring to the talk?
16. How passionate are you about the topic on a scale of 1-10? **(if less than 8, CHANGE THE TOPIC OR DO NOT DO THE SPEECH!!!)**

**STEP 2: HOW WILL YOU PRESENT** (What drives you as a human being?)  
Knowing this, how will it influence your delivery and make you believable and transparent?

---

---

**STEP 3: CONCLUSION** (*AUDIENCE TO THINK, DO, AND/OR FEEL*)

1. THINK: \_\_\_\_\_
2. DO: \_\_\_\_\_
3. FEEL: \_\_\_\_\_

**STEP 4: CORE IDEA and SUPPORTING POINTS**

Too be most effective, your talk should focus on ONE main idea. NO MORE. ONE! What does your audience need to know? What is your big, global idea? Make this like a headline, to evoke emotion!

---

---

How is it immediately **relevant** to your current audience? (\*\*THIS IS **VERY IMPORTANT**\*\*) )

---

---

---

---

What are 2-3 supporting points?

---

---

---

---

What **generic plural noun** will connect your points, so they are parallel? \_\_\_\_\_

**Now put it in the sentence below for your target...**

I would love to share how I **[blank]** using these “two (or more)” **[generic plural noun]**.

**Example:** I would love to share how I make scrambled eggs using seven **steps**.

---

---

**STEP 5: INTRODUCTION: PERSONAL SHORT STORY**

SETUP:

---

---

---

---

SNAP:

---

---

---

---

---

STRUGGLE:

---

---

---

---

---

SHIFT:

---

---

---

---

---

SUCCESS:

---

---

---

---

---

**STEP 6: THREE SITED OUTSIDE SOURCES TO SUPPORT YOUR CORE IDEA**

*(Wise to use peer reviewed Google Scholar references)*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## STEP 7: OUTLINE

### WHAT

STORY: \_\_\_\_\_

TRANSITION: \_\_\_\_\_

### THEN WHAT (HOW)

LESSON 1: \_\_\_\_\_

LESSON 2: \_\_\_\_\_

LESSON 3: \_\_\_\_\_

TRANSITION: \_\_\_\_\_

### NOW WHAT

CTA: \_\_\_\_\_

## STEP 8: PREPARE PROPS / SLIDE DECK / WHITE BOARD ILLUSTRATIONS

*RULE... NO MORE THAN SEVEN (7) WORDS PER SLIDE & USE IMAGES ON EVERY SLIDE!*

## STEP 9: PRACTICE, PRACTICE, PRACTICE!

HIGHLY RECOMMENDED to practice in this order:

*1. Conclusion then 2. Introduction then 3. Body of Talk*

*General rule is 20x time to present. If your speech is 7 minutes long, then the practice time should be 140 minutes or 2 hours and 20 minutes. (If you have an hour talk then practice 20 hours!!!)*

## **Persuasive Speech Outline Worksheet**

### **STEP 1: OMV and AUDIENCE ANALYSIS**

- 1. What is YOUR objectives/outcomes with this talk?**
  
- 2. How will YOU measure success?**
  
- 3. If both objectives and measures are achieved, what meaning/value is it to YOU?**

#### **Other important questions...**

4. Why do you want to give this talk? (Even if assigned, find your WHY!)
5. Who are they (audience) to you?
6. Who are you to them?
7. What do they value?
8. How relevant is your topic to them?
9. How much do they already know about your topic?
10. How much do they need to know in order to accomplish your goals?
11. Do they view your topic favorably, neutrally, or negatively?

12. What gaps in knowledge or misconceptions do they have about your topic?
13. What challenges or problems do they have related to your topic?
14. Are you speaking to one constituency (tribes/clicks of people) or many?
15. What expertise do you bring to the talk?
16. How passionate are you about the topic on a scale of 1-10? **(if less than 8, CHANGE THE TOPIC OR DO NOT DO THE SPEECH!!!)**

**STEP 2: HOW WILL YOU PRESENT** (What dives you as a human being?)  
Knowing this, how will it influence your delivery?

---

---

**STEP 3: CONCLUSION** (*AUDIENCE TO THINK, DO, AND/OR FEEL*)

1. THINK: \_\_\_\_\_
2. DO: \_\_\_\_\_
3. FEEL: \_\_\_\_\_

**STEP 4: CORE IDEA and SUPPORTING POINTS**

Too be most effective, your talk should focus on ONE main idea. NO MORE. ONE! What does your audience need to know? What is your big, global idea?

---

---



How is it immediately **relevant** to your current audience? (\*\*\*)THIS IS **VERY IMPORTANT** (\*\*\*)

---

---

---

What are 2-3 supporting points?

---

---

---

What **plural noun** will connect your points, so they are parallel? \_\_\_\_\_

**Now put it in the sentence below for your target...**

I think/believe **[blank]** and can validate it because of “two (or more)” reasons.

**Example:** I believe eggs are the perfect food and can validate it because of these four reasons.

---

---

**STEP 6: INTRODUCTION: PERSONAL SHORT STORY**

SETUP:

---

---

---

---

---

SNAP:

---

---

---

---

STRUGGLE:

---

---

---

---

SHIFT:

---

---

---

---

SUCCESS:

---

---

---

---

STEP 7: **OUTLINE MUNROE'S MOTIVATED SEQUENCE**

1. ATTENTION (**HIGHLY RECOMMEND** USING PERSONAL STORY)

---

---

2. NEED

---

---

3. SATISFACTION

---

---

4. VISUALIZATION

---

---

5. ACTION

---

---

**OR IF YOUR TOPIC DOES NOT FIT WITH MONROE MODEL USE ...**

## WHAT

STORY: \_\_\_\_\_

TRANSITION: \_\_\_\_\_

## SO WHAT (WHY)

POINT 1: \_\_\_\_\_

POINT 2: \_\_\_\_\_

POINT 3: \_\_\_\_\_

TRANSITION: \_\_\_\_\_

## NOW WHAT

CTA: \_\_\_\_\_

## STEP 8: PREPARE PROPS / SLIDE DECK / WHITE BOARD ILLUSTRATIONS

RULE... NO MORE THAN SEVEN (7) WORDS PER SLIDE AND USE IMAGES ON EVERY SLIDE!

## STEP 9: PRACTICE, PRACTICE, PRACTICE!

HIGHLY RECOMMENDED to practice in this order:

***1. Conclusion then 2. Introduction then 3. Body of Talk***

*General rule is 20x time to present. If your speech is 7 minutes long, then the practice time should be 140 minutes or 2 hours and 20 minutes. (If you have an hour talk then practice 20 hours!!!)*