




Speech Formula Checklist

Provides a Systematic Method to Develop a Dynamic Speech

Formula	Score	Comments - Any Mistakes?
Audience Analysis		
Primary: Ask 5 specific questions regarding the audience demographics, psychographics or behaviors.		
Secondary: Connect speaker, message and audience. <ol style="list-style-type: none"> 1. Why is this topic important to them? 2. How will my audience benefit from my words? 3. Will they learn something new? 		Get in the heart and mind of your audience. Speak from an audience-centered perspective.
Formal: Explore what your audience thinks and feels about your topic. Include the data in your presentation as an effective strategy to connect the content to their specific needs. Construct 5–10 questions you can ask the audience regarding your topic.		
Purpose Statement: Establishes a clear goal!		
Follow these 5 rules to develop your Purpose Statement: <ol style="list-style-type: none"> 1. Use words, "By the end of my speech my audience will..." 2. Dream! Go Big! What would you like to occur? 3. Keep it simple: 1 idea, no ands or conjunctions 4. Use active verbs—something you can physically do 5. Do not share with audience. This is only for you. 		
Introduction: Convinces the audience to listen.		TOPIC LEVEL ONLY
Attention Grabber Interesting and provocative. Have them at "Hello!" Stretch.		Activity, movie clip Stands out, different from the rest.
Thesis <ol style="list-style-type: none"> 1. Relate (pathos): Appeal to audience, ask questions. 2. State (logos): - Propose (the logical argument or thesis statement) 3. Support (ethos): Speaker credentials, authoritative quotations, statistics 		Don't go into information from points or research of your speech—only introduce the idea with statements supporting the topic.
Preview Main Points One sentence; literally copy/past your main points.		Repetition is good. Audience should remember.
Body: Reveals valuable information about the topic.		
USE ROMAN NUMERALS HERE		
Which organizational strategy works best to support the purpose? Main points: _____ Sub points: _____		
I./II. Main Point (must have 2 main points) Breaks down topic; category title for sub points. Should be easy to remember, organized		Too many words = reading too much = no connection.
A./B. Sub Point (must have 2 sub points) Provides name (description) for your research like "Definition" or "Types". Breaks down main point.		
1. Source: Drives the speech; reveal "jewels" of information you have discovered. Share/cite source (display on PP cite orally/paper/PP).		
2. Connection: 4Ps = Super Speech (Personal Story, Probing Questions, Physical Activity, Prop) What type of connection will you select to connect with your audience? The 4 Ps are crucial to help your audience make sense of the information.		What type of connection are you using? Engage audience, make it make sense!
Transitions/Connectors/Sign Posts Act as a tour guide, explaining where you are and where you are going.		Don't be afraid to share your organization.
Conclusion: Remind them why they listened.		
Introduction backwards		
Review main points "Today we discussed..." Review thesis. Include: Relate, State, Support Return to Attention Grabber.		Share main points not sub points. Return to each part. Bring them full circle.
Call to Action: Include a persuasive appeal that is timely and specific.		Only Persuasive Speech.

