

A Four-Step Planning Process

1. What do you want the audience to do?

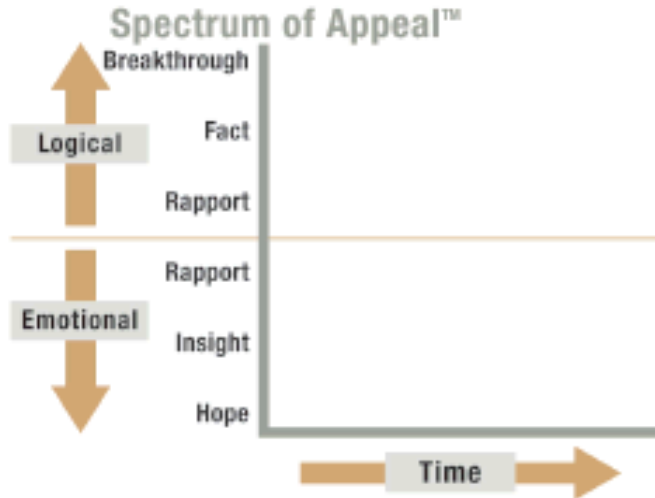
Identify the short-term calls to action (things you want the listener to do during your talk, typically things that enhance learning). These help establish your leadership role.

Identify the long-term call to action (something that enhances the listener's life, something you're going to ask them to do, your call to action).

2. List three logical reasons the person should follow your advice or take your long-term call to action. Force rank your reasons from strongest to weakest.

Spectrum of Appeal™

Plot the peaks on the Spectrum of Appeal. Place your strongest logical points from weakest to strongest.



3. Link your points of logic to three emotional illustrations / stories / metaphors / comparisons (transferable concept). These will support your logical reasons. Think of things that will help your audience feel your message and call to action.

Logical	Emotional

4. Write the introduction to your speech.

- Tell them what you're going to talk about.
- Tell them why you're going to talk about it (your logical reasons).
- Tell them what the reasonable outcome will be.
- Tell them why now.
