

## THE OUTLINE

### INTRODUCTION

#### I. Hook

Get your audience's attention right at the start.

[Use a **question**, **startling statement**, **story** or **anecdote**, **audience involvement**, **demonstration**, **prop** or **visual**.]

#### II. Reason to Listen

What's in it for them? Why should they listen to you? Tell them.

### BODY

#### I. Road Map

*"Tell 'em what you're going to tell 'em."*

Let the audience know where you're going with your presentation.

#### II. Main Points

*"Tell 'em."*

Choose a logical ordering of your ideas (one of these):

**Topical**, such as: Apples, Bananas, Cherries

**Chronological**: a sequence of steps, first, second, third

**Problem-Solution**: what happened, how we fixed it (or propose to fix it)

**Past-Present-Future**: how it used to be, the situation today is, what the future holds...

### CONCLUSION

#### I. Summary

*"Tell 'em what you told 'em."*

Restate your main points or make a summarizing statement

➔ **Take Q&A before you close:** *"Before I close, are there any questions?"*

#### II. Close

Convey a sense of closure—with a **story**, **anecdote**, **quote**, **visual**, anything that's meaningful and memorable.

**THE OUTLINE TEMPLATE**

**INTRODUCTION**

I. Hook:

II. Reason to Listen:

**BODY**

I. Road Map:

II. Main Points:

A.

B.

C.

D.

**CONCLUSION**

I. Summary:

(⇒ Q&A )

II. Close: