

## THE OUTLINE FORMAT

- ➔ Highlight your points with bullets or numbers.
- ➔ Avoid full sentences.
- ➔ Use key words and phrases.
- ➔ Talk from the outline, don't read from a script.

### 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: