

Detailed Speech Outline

I. Opening (Attention-Grabber)

Purpose: Capture attention, establish connection, and set the tone.

Identify your audience: _____

Choose one or combine:

- **Story/Anecdote:** A short, vivid narrative relevant to your topic.
- **Surprising Fact/Statistic:** Something that makes the audience lean in.
- **Challenging Question:** A thought-provoking query that sparks curiosity.
- **Quote:** Include a quote related to your topic.

Example Structure:

1. **Hook** (10–20 seconds)
2. **Brief Context** – Why this topic matters now
3. **Credibility Statement** – Why you’re the right person to speak on this
4. **Thesis Statement** – One clear sentence summarizing your core message

II. Transition to Core Content

- Smoothly bridge from the opening to the main points.
- Use a **signpost** phrase: “Let’s explore three key ideas...” or “Here’s what I’ve learned...”

III. Body (Core Content)

Organize into **2–4 main points** for clarity.

Each point should follow the **P.E.E.R. Method**:

Point → **Evidence** → **Example** → **Relevance**

Main Point 1

- **Point:** State the idea clearly.
- **Evidence:** Data, research, or expert opinion.
- **Example:** Story, case study, or analogy.
- **Relevance:** Why it matters to the audience.

Main Point 2

- Repeat P.E.E.R. structure.

Main Point 3

- Address a **common misconception** or **counterargument** here.

IV. Emotional Connection

- Share a personal challenge, lesson learned, or moment of vulnerability.
- Align with audience values: “Like you, I believe...” or “We all want...”

V. Call to Action

- **Specific:** What exactly should they do next?
- **Achievable:** Make it realistic.
- **Urgent:** Give a reason to act now.

VI. Closing

- **Summarize:** Restate the core message in a fresh way.
- **Repeat the Opening:** Tie back to your story, question, or statistic.
- **Final Impact Line:** A short, memorable phrase that lingers.