

Seeing what the answers are to your Goals, Needs, and Expectations as well as those of your audience is step two in preparing your speech. Now what next?

Challenge yourself: Why should your audience listen to what you have to say?

Why They Need Your Information

Ask yourself:

- Why, in the pursuit of their daily lives, is your subject relevant?
- Is it within the scope of their work?
- Is it not yet in their orbit but should be?
- Can it make their work better? More rewarding? Easier? More effective?
- Would it affect their life outside of their work and be relevant to them on that level?
- Do they have misconceptions that need to be corrected?
- Do they need to be inspired to do more with what they already know?

Making yourself answer these questions about a subject you care and know a lot about is a real eye-opener. Nothing is more important in terms of getting you in touch with your audience than recognizing the space that exists between them and you about your topic.

What Do They Care About

Before you can design your presentation, you need to take a look at where your audience is in relation to your material and why they should listen. This can tell you how to pitch your subject and, most importantly, in what capacity you come before them as speaker.

How Much Do They Already Know

To pitch your presentation at the right level, find out how sophisticated your audience is about your topic. (Even if you can't find out in advance, ask them as you begin your speech: "How many of you know much about XYZ?" to get yourself on target.) It saves much time and boring overkill if you come in on their informational frequency. Knowing in advance will also help you prepare your visual materials more