

## Organizing for Success

1. List five possible ways that you can open with and get attention on your topic.

Review them again. Which two are more relevant with your topic? Hold them aside and decide on the right one after you have designed the rest of your organizational flow.

2. What is the bottom-line message of interest to your audience? How can you organize your message so the primary message doesn't get lost?

3. What can you mention in the intro that gives you the authority on the topic? Do this directly or indirectly depending on the culture of the organization and communication style of your audience.

4. Do you have a theme that can relate to your main points?

5. What are your main points? Do not forget to preview them.

6. What evidence do you have to show with each of them? Remember that a variety of evidence appeals to different listeners (statistics, stories, interview quotes, stories, examples, etc.).

7. Do your transitions briefly review, link, and preview from one point to the next? This format makes your flow easy to follow.

8. Write out one example of vivid language that might help your persuasive effort. You aren't committing to actually using it—just brainstorm. Repetition, maybe? Metaphor? Alliteration? Word pictures? Specific examples?

9. Think of a story that helps illustrate your idea.

10. Is there a next step for your audience?

11. What is your transition to the close? How will you remember to review?

12. Does the close tie back into the intro hook?