

Get Your Point Across Tip Card Sheet

GET YOUR POINT ACROSS



and make it stick

**Use this three step process to communicate
your point more clearly**

1- WHAT IS YOUR POINT?

- A) What is the outcome desired?
What do you want them to know, feel or do?
- B) What information might you cover?
Consider the outcome desired when creating these ideas
- C) What is your core idea?
Your core idea may be an idea listed in "B" above or created from this list. A core idea is:
 - Most relevant to your audience
 - Most compelling to your audience
 - Best at achieving your desired outcome

2 - HOW DO YOU COMMUNICATE IT?

Here are four ideas to help you develop a **succinct and powerful statement** that gets your point across:

- Is it worded to grab attention or interest?
- Is the wording simple?
one or two syllable words
- Is the wording catchy or memorable?
consider rhyme or alliteration
- If you put it on a bumper sticker, what would it say?

3 - CAN YOU MAKE IT STICK?

Use one of these four techniques to make your message stick.

- Apply a metaphor
- Tell a story
- Use a picture, symbol or prop
- Repeat your message

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