

## Introduction

- ▶ Smile & greet
- ▶ **Grabber** - Reference to common experience or knowledge to capture attention → interest
- ▶ Specific Purpose
- ▶ Why you want to know this, why I'm the person to tell you
- ▶ Preview the plan/method as a *transition*

## Body

- ▶ First point/step
  - Name and explain it
  - Illustrate it
  - Summarize it

→ *Transition signpost*
- ▶ Second point/step
  - Name and explain it
  - Illustrate it
  - Summarize it

→ *Transition signpost*
- [▶ Third, Fourth points/steps – as needed]

## Conclusion

- ▶ Grand summary of the points/steps, one at a time
- ▶ Explain how audience is now better off (Can refer back to opening **Grabber**)
- ▶ Smile and sit down