Introduction

- Greeting
- Hook - a “schtick” to capture attention/interest
- Specific Purpose
- Why you want to know this
- Preview the plan/method as a transition

Body

- First point/step
  - Name it
  - Explain it
  - Illustrate it
  - Summarize it

Transition

- Second point/step
  - Name it
  - Explain it
  - Illustrate it
  - Summarize it

Transition

Conclusion

- Summarize the points/steps
- Explain how audience is now better off
  (Can refer back to opening “hook”)
- Smile and sit down