1. **START WELL**

   1.1 Get your audience’s **attention**
   - You can use starting facts, anecdote/tell a story, reference to the occasion, rhetorical questions

   1.2 State the **topic** and **motivate** the audience to listen

   1.3 **Outline** the content (blueprinting)

2. **PHRASE YOUR IDEAS FOR YOUR AUDIENCE**

   2.1 Vocabulary- use words that your audience will **understand**;

   2.2 Point of view- phrase your words **positively, not negatively**;

   2.3 Illustration- should be **relevant**;

   2.4 Technical jargon- use these **appropriately** and explain them if necessary;

   2.5 Abbreviations- give in **full** then abbreviate

3. **LINK YOUR POINTS MEMORABLY**

   3.1 **Transition** phrases

   3.2 **Rhetorical** questions

   3.3 Mini **summaries**

4. **END STRONG**

   4.1 **Summary**

   4.2 Recommendation or make a **call to action**

   4.3 Closing **courtesies**