



WHAT IS YOUR SUBJECT?

WHY ARE YOU SPEAKING ABOUT THE SUBJECT?

INSPIRING TITLE

MEGA-GOAL

CATCHPHRASE



FOR THE LISTENER THE MOST IMPORTANT ARGUMENT 1

FOR YOU THE MOST IMPORTANT ARGUMENT 2

ARGUMENT 3

EMOTION

THING 1

THING 2

POINT 3

IMPORTANT PHOTO 1

IMPORTANT PHOTO 2

IMPORTANT PHOTO 3

IMPORTANT PHOTO 4

WAU-PHOTO!

QUOTATION

- what did a significant person say?

STATISTICS

- how about visual presentation?

RESEARCH

- how about visual presentation?

OTHER NUMBERS

- how about visual presentation?

INTERACTION WITH LISTENERS

- what, why, how?

A SHORT STORY OF REAL LIFE: why do you tell the story, what is the lesson of the story and what do you need to tell the story?