



Motivate with Your Message



Does the idea of giving a presentation scare you? If you are like most people, your answer is "yes." The most common fear around the world is public speaking. So don't be ashamed or embarrassed. Be proud that you are starting to overcome it!

Your first step will be to develop a memorable message. A message states what your presentation is about.

This step will help you to develop your message.

**To focus your message in a powerful way
you need to think about four things:**

Topic

Purpose

Audience

Message





Guiding Questions

What is my topic?

What is the purpose of my speech?

Who is my audience?

What is the message of my presentation?



Key Terms



Purpose Your “purpose” is your reason for speaking.

The three most common purposes are to inform, to persuade, and to inspire.



Message Your “message” is an idea people should remember about your presentation.

The best messages are clear, concise, and tell the audience how they'll benefit from listening to your presentation.



Takeaway A “takeaway” is a short phrase that helps the audience.

A takeaway helps your audience to remember your message after your presentation is finished.



Persuade To “persuade” means to convince someone to agree with you.

You can persuade your audience by sharing stories and using statistics.



Inspire To “inspire” means to motivate someone to do something.

If you truly inspire your audience, they will follow your advice and try something new.

Section 1 ➤ Choosing a Topic



How to Choose a Topic

Every presentation begins as a topic. The topic of your presentation is the general focus. Choose your topic carefully. Some topics are easier to talk about than others. To make sure that you choose an easy topic to talk about, follow three guidelines.

Choose a Topic:

You are
passionate
about

You know
a lot about

That is
valuable
to the
audience



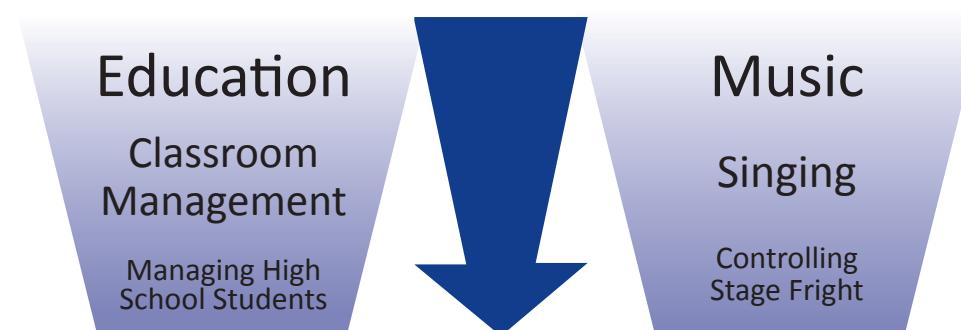
Presentations are easier when you like your topic. They are also easier when you know a lot about your topic. This will lower your nervousness. You will also feel less nervous if your audience wants to listen. That's why it's important to choose a helpful topic. Audiences listen better if they think your presentation will benefit them.

Activity 1.01 Topics You Know About

Circle two topics you know about. For each topic, brainstorm two subtopics that you know about.

Education Science Music Technology Literature Business

It's important to choose a topic that is not too big and not too small. Why? A topic that's too big is hard to talk about. You won't have time to include interesting details. A topic that's too small is hard to understand. Your audience won't understand the details if they're not already experts. To choose a topic that is not too big and not too small, you should narrow your topic two times.



Activity 1.02: Discover Your Message

Choose two topics you want to speak about. Narrow each topic two times.

Topic 1: _____ Topic 2: _____

Narrow 1: _____ Narrow 1: _____

Narrow 2: _____ Narrow 2: _____

Now that you've narrowed your topics, choose one. This will be the topic you develop in this book.

My Topic Is: _____