



# ORATORIA

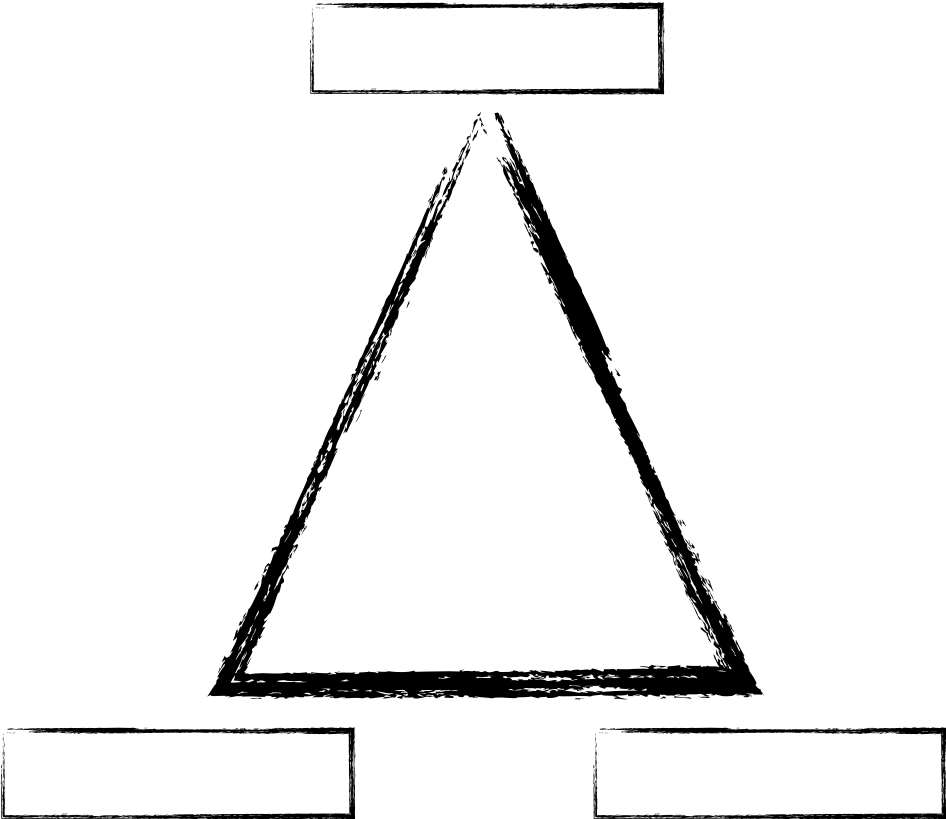
#SUMATEALDEBATE

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# 4 STEPS WHEN PREPARING YOUR SPEECH

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DEBATE**

# #1 HAVE AN EAGLE VISION



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## #2 DEFINE YOUR OBJECTIVE

When thinking about what you want the audience to do, be specific. Write out the objective as follows:

“At the end of the presentation, I want the audience to \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_.”

There are countless objectives that a speech or presentation might have. Give it some thought. Just remember that the objective should be clear and realistic. Audiences need to know what, precisely, they have to do, and they have to be able to do it.

## #3 WHAT IS YOUR KEY MESSAGE?

Write your entire presentation in one or two complete sentences. Not bullet points!

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## #4 WHY SHOULD YOUR AUDIENCE CARE?

Why should your audience care about your key message? \_\_\_\_\_  
\_\_\_\_\_

Why is it important for them? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_