

ESTABLISHING YOUR TALK AND WHO IT IS FOR

- 1 Who is your audience? What do they know already? What don't they know?
What do they need to know?
- 2 What is your end in mind? What outcome do you want? Do you want to inform, persuade, inspire, or call your audience to action? Be specific.
- 3 What are the NEED TO KNOWS (3 key points) that lead to your end in mind?