DESIGNING THE MESSAGE
BEFORE YOU BEGIN: ANSWER THESE FOUR QUESTIONS

1. What is my message about?
2. Why is it important?
3. What do I want them to do?
4. What is the single most persuasive idea?

SECTION ONE: WHY IS THIS IMPORTANT?

Here’s why you need to listen.
If you don't listen to this, you forfeit something. There is something at stake.
The next few minutes are worth your time.
I’m not the hero of this story...you are.
I want to create common ground.
Here’s a story that shows we have something in common.
There is a problem or challenge we both share.
We’re about to discover the solution, together.

SECTION TWO: THE ANSWER

I am going to unpack the solution to the tension I created in the introduction.
Here is the bottom line.
I’ll repeat that bottom line several times from this point forward.
I’ll illustrate the bottom line.
I’ll show it, not just say it.
I’ll show you why you MUST buy into the solution I’m presenting.
Here are the results.
Don’t you want to be a part of this?
We’re in this together.

SECTION THREE: IMAGINE

Imagine what this would look like if it became reality in our lives.
Repeat the bottom line.
Tell a story to illustrate what could happen.
Tell them what they can do this week to act on this