

4 Questions to Ask Before You Write ANY Talk or Presentation

1. Who is in the audience for your talk? What do we know about them? In particular, what do we know about:
 - A. Their demographic
 - B. Their wants and desires
 - C. What they *think* they know to be true about this topic
 - D. The pissy eye-rolly comments and objections they (secretly) make about this topic
2. What do you want them to do differently as a result of your talk? I mean this both in terms of 'good in the world' and in terms of 'somehow doing something that gets money or glory to you.'
3. What is one small action they could do RIGHT NOW that'll make a difference to their lives (around this topic)?
4. If you only had 30 seconds/one run-on sentence to speak, what would you say?

