

8. Transition
The verbal bridge that connects your points (sign post).

9. Point 3
Memorable, important ideas or questions that directly support the controlling idea.

10. Catch Phrase
Short phrases that make your points memorable.

11. Summary
A synopsis featuring your catch phrases, designed to set up your close.

12. Close
The last 1 to 5 minutes that compel your audience to believe and behave differently.

6. Point 2
Memorable, important ideas or questions that directly support the controlling idea.

7. Catch Phrase
Short phrases that make your points memorable.

5. Transition
The verbal bridge that connects your points (sign post).

4. Catch Phrase
Short phrases that make your points memorable.

3. Point 1
Memorable, important ideas or questions that directly support the controlling idea.

2. Pique
Statement or questions that piques curiosity and identifies purpose.

1. Opening
The attention grabbing first 1 to 5 minutes that frame your presentation.

Controlling Idea
The single idea that defines and dominates your presentation.



