

# Speech Preparation Checklist

## Beginning

Grabs audience's attention

Establishes credentials (if necessary)

Relates situation to audience

States the main argument  
("Tell them what you are going to tell them.")

Makes transition to middle

## Middle

Uses emotionally moving arguments

Fulfills the promises made in the beginning

States the complete argument  
("Tell them")

Makes transition to Ending

## Ending

Restates the arguments ("Tell them what you told them")

Concludes argument with a "clincher"

Asks for audience's support

Gives course of action

Finishes strong and inspirationally, tying back into the opening

## General Observations

Appropriate language and length

No apologies or notes

Enthusiasm and energy and vocal variety

Vivid language, eye contact

Improvement ideas