

Persuasive Presentation Worksheet

Purpose

Informational

Actionable

Time Allotted

Audience

WIIFMA? What do they care about? What have they asked/paid for?

Point A → B

What is the bad today and better tomorrow?

A.

B.

Bumper Sticker

Structure

B3E

3 THINGS

Beginning

Title Agenda History/Background

Expectations Point A → B

Idea 1:

Idea 2:

Idea 3:

End

Summation Q&A

Appendix Call to Action

Call to Action
