



Presentation/Content Planning Worksheet

Presentation/Piece Title:
Audience:
Location/Environment/Length:
Intention: Inspire Motivate to action Inform Influence Persuade
Objective: What is the bottom-line, core message I want people to understand or remember? What is the current reality? What is the aspiration?
Opening Lines:

Content Key Points:

1.
2.
3.
4.

Applying the SUCCEs Principles (Adapted from "Made to Stick" by Chip & Dan Heath)

1. **Simple** (A confused mind always says "no."): Find the core, the single most important thing for people to remember. Use sound bites, visuals or metaphors. Think in tweetable comments – 140 characters or less
2. **Unexpected**: Get their attention with a surprise (fact, idea, image), hold their attention with interest (create a mystery, expose a knowledge gap, reveal one piece of info at a time)
3. **Concrete**: Help people understand and remember using concrete details (fables, context, associations, common ground). Scale compare and contrast examples to be relatable in scope (for example, we can grasp what 20 of something looks like; we can't quickly grasp what 20 million would look like)
4. **Credible**: Use reliable sources, make statistics accessible/relatable
5. **Emotional**: Make people care by appealing to self-interest and identity

6. **Stories:** Use stories as simulation and inspiration. Look for stories that involve at least one of three elements: challenge, connection or creativity

Summary of Key Points (The Bottom Line):

Call to Action:

Closing Lines:

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