

1

Fundamentals

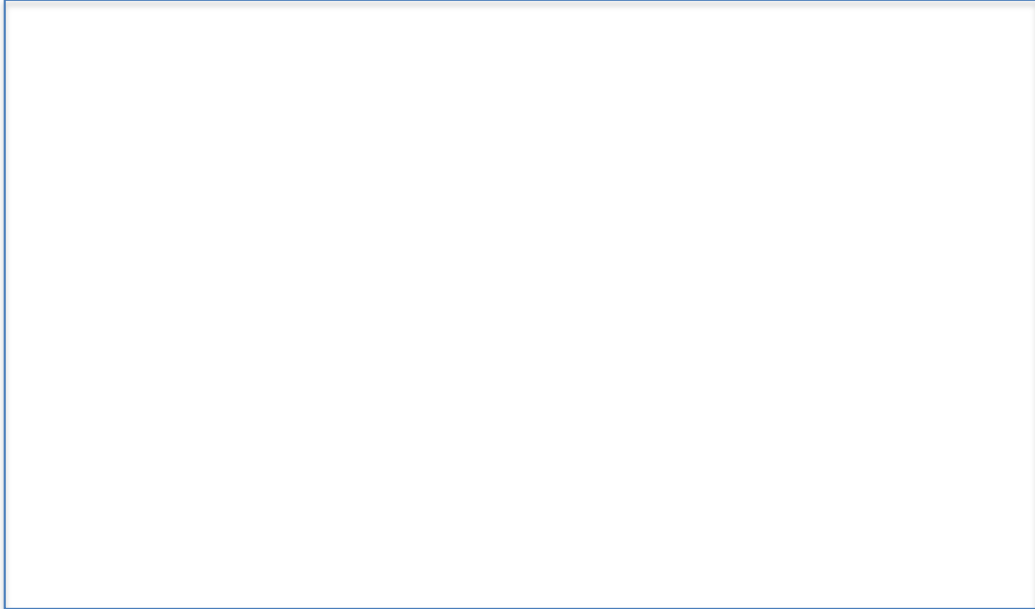
Analyze the best TED or other talk you have ever seen. Why was it so great? What did the speaker do?

1 _____

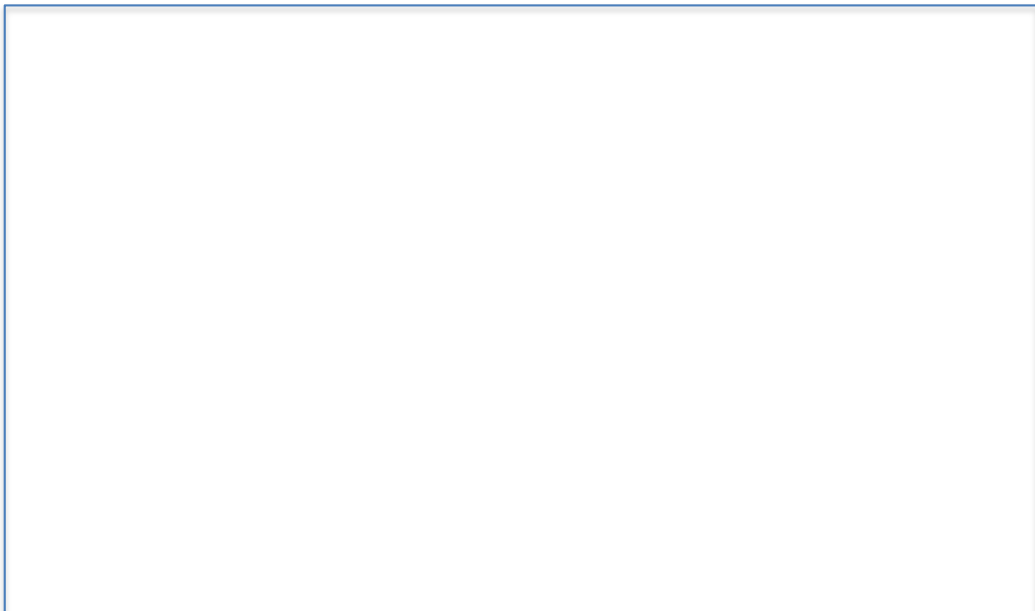
2 _____

3 _____

Your Objective



The „Headline“

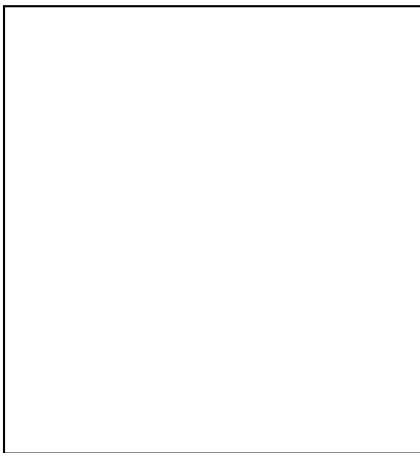


Make the TV Test

Your +/- 4-6 key messages in a
“tweetable” format

Analyze your audience according to the 4 areas described in the video

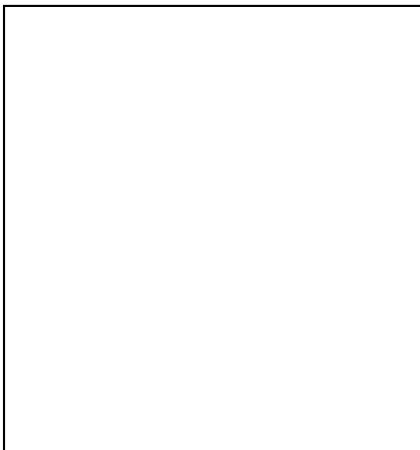
Knowledge

A large, empty rectangular box with a thin black border, intended for writing notes about the audience's knowledge.

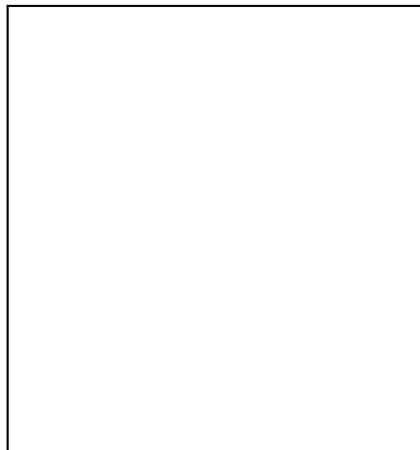
Expectations

A large, empty rectangular box with a thin black border, intended for writing notes about the audience's expectations.

Role(s)

A large, empty rectangular box with a thin black border, intended for writing notes about the audience's roles.

Physical Condition

A large, empty rectangular box with a thin black border, intended for writing notes about the audience's physical condition.