Formulate the main idea

Preview sentence

review sentence

Tell them what you are going to tell them

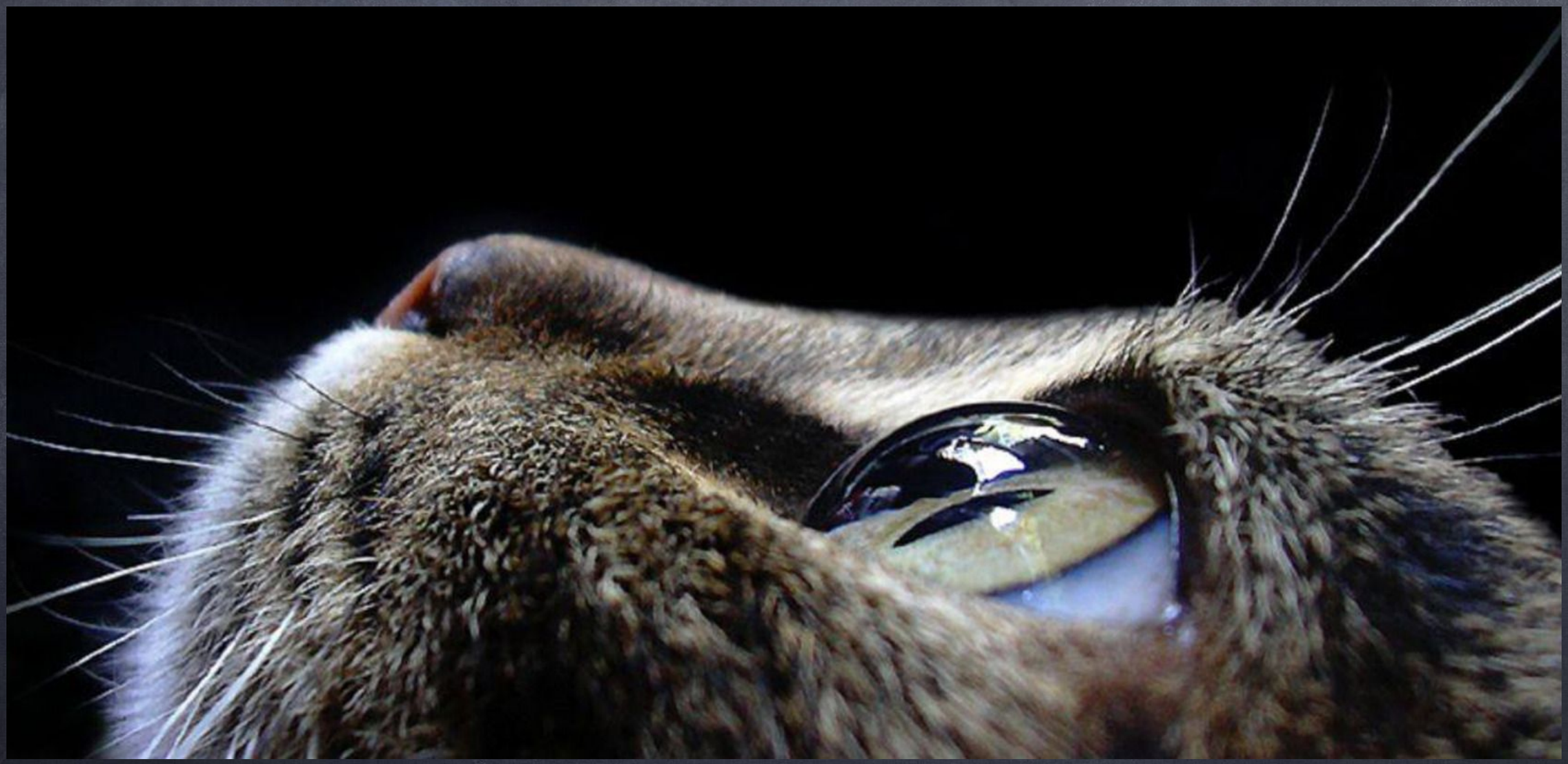
tell them

tell them what you told them

Presentation sequence

- Introduction (position, action, benefit statement)
- Preview sentence (tell them what you are going to tell them)
- Main ideas and sub ideas (tell them)
- Review sentence (tell them what you told them)
- Conclusion (restate: position, action, benefit)

visuals



- Focus the audience attention
- Reinforce verbal message (not repeat it)
- Stimulate interest
- Illustrate factors that are hard to visualize