



Speech Development Questionnaire

1. Tell me a story about how you got into this line of work (or the focus of your speech), and why it's important to you.

2. Why would I want to listen to you? What is your background? Include everything you think applies.

3. What is your core message? What do you want FOR your audience? How do you want them to feel? What one thing do you want to make sure your audience understands and why? This would be something broad and universal.

4. What are your three main points? What three things support your main message? For each point, explain the application and give me an example.

5. What makes you feel inspired about this message and the information you are sharing?

6. Tell me a story that supports why this is important -- either from your own life, or from another's.

7. What factual information does your audience need to know to add credibility to your core message?

8. What is your call to action? What do you want your audience to know, be, feel, do or remember?