

# 3 Hours to 1 Life-changing Talk Workbook



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## **I. FRAMEWORK**

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# I. FRAMEWORK

## TOPIC

★ WHAT IS THE GENERAL IDEA?

## WHERE DO I START?

At a loss for where to begin? Here are some simple ways to find your next topic:

- PRAY
- READ A BOOK AND CONSIDER WHAT INSPIRES YOU
- LISTEN TO TEACHINGS AND PODCASTS
- ASK YOUR AUDIENCE
- ASK THE MEETING PLANNER
- DISCUSS WITH A COLLEAGUE
- CONSIDER YOUR KNOWLEDGE AND EXPERIENCES
- CONSIDER CHALLENGES YOU'VE OVERCOME

## HAVE YOUR TOPIC IN MIND?

Great! To see if it's a good topic, ask the following questions:

- 1) Is this specific enough to cover in one talk?
- 2) How do I know audiences are interested in this topic?
- 3) Am I energized by this subject?
- 4) Do I have the resources I need to speak to this with authority?
- 5) How will this topic help/transform/change/inspire my audience members?

**Now that you have a topic, it's time to create a *thesis*.**

# **MAIN IDEA**

## ★WHAT IS THE BIG TAKEAWAY?

### **DEVELOPING THE MAIN IDEA**

You can develop your main idea from the general topic or in some situations (such as Bible teaching) it may come from the text you're sharing.

Whichever way you get there, here are a few KEY THOUGHTS on your main idea:

- 1) This is the BIG TAKEAWAY—make it memorable!
- 2) Keep it in a simple sentence format.
- 3) Err on the side of simple words versus polysyllabic ones.
- 4) Consider using alliteration.
- 5) If you can't memorize it, neither will your listeners.

### **DELIVERING THE MAIN IDEA**

You will share the main idea at the end of your introduction and at the beginning and end of your conclusion (more on this later.)

Say it with clarity. It may be appropriate to repeat it, especially if you don't have PowerPoint or notes. Then pause. Repeat it in your mind then continue.

## ***SUPPORTING IDEAS***

★WHAT SUPPORTS, EXPLAINS, AND SHOWS THE MAIN IDEA?

### **DEVELOPING THE SUPPORTING IDEAS**

As in the writing process, you're now looking for those several thoughts to flesh-out your main idea.

If you're sharing a story, these are the significant moments that happen. If you're sharing how to overcome a challenge or a how-to message, these are the steps of your listener's process.

As with the main idea, it is essential that your supporting ideas be memorable and that they progress from one to the other.

### **DELIVERING THE SUPPORTING IDEAS**

Like the main idea, you'll share these in your intro and conclusion, but it will also be very important for you to mention them when appropriate within your talk.

Think of your supporting ideas like mile-markers. They show you and your audience where you are on the journey through your presentation.

When your audience knows the map through your intro, they can more easily follow you as you mention these places. Then, when you conclude you remind them where you've been and bring it all together.

# **PRINCIPLES**

## ★WHAT DO WE LEARN FROM THIS SUPPORTING IDEA?

### **DEVELOPING THE PRINCIPLES**

Your supporting ideas are not takeaways. As mentioned above, they are indicators—mile-markers—of where you are within your presentation.

Principles are the teaching points from within each of your subsections.

It's key to share why each supporting idea matters to the big picture.

### **DELIVERING THE PRINCIPLES**

When it's time to share your principles, you need to signal your audience. You may want to use transition phrases such as:

"The principle here is . . ."

"The point of [supporting idea] is . . ."

"The takeaway is . . ."

"What's important to remember about [supporting idea] is . . ."

"What I learned and want you to know is . . ."

Always keep in mind that your audience needs your verbal cues to stay on track with you. The bonus is these keep us as speakers on track as well!

# OUTLINE

## ★PUTTING IT TOGETHER

### CREATING AN OUTLINE

With the pieces we've developed so far, we can start creating an outline:

- I. MAIN IDEA
  - A. SUPPORTING IDEA
  - B. SUPPORTING IDEA
  - C. SUPPORTING IDEA
  - D. SUPPORTING IDEA

### FINAL GENERAL OUTLINE

As we develop our talk, our outline will become more sophisticated, and again it will look much like an essay or paper:

- 1. Introduction
  - a. Supporting Ideas
  - b. Main Idea
- 2. Supporting Idea 1
  - a. Principle 1
- 3. Supporting Idea 2
  - a. Principle 2
- 4. Supporting Idea 3
  - a. Principle 3
- 5. Supporting Idea 4
  - a. Principle 4
- 6. Conclusion
  - a. Main idea
  - b. Supporting Ideas
  - c. Recap of Main Idea

## II. FILLING

Up to this point we've been mainly discussing the key framework of your talk. Now it's time to add onto that framework to give it color and dimension for you and your listeners. There are several general elements to consider adding to your talk.

### ***STORIES***

#### **DEVELOPING A STORY**

The best speakers tell stories. But how do you choose what story to share? Here are several tips for picking the right one to illustrate your point:

- a. The story **MUST** have a point that points to your idea.
- b. Balance seriousness and humor within your story.
- c. Don't use something from the internet or from a 3<sup>rd</sup> party unless you can tell it from your own heart and mind (not AS your own)

#### **DELIVERING A STORY**

There is much one can say here, but here are some of the essentials:

- A. Be animated! Use voices, gestures, facial expressions, staging, and hand gestures to bring the story to life.
- B. Leave out irrelevant details and consider how long the story is compared to the other elements of your talk.
- C. Make a story optional.

### ***STATISTICS & FACTS***

Stories engage your audience while facts and stats add validity and authority to what you're saying. You don't need many, but a sprinkling of facts can help the portion of your audience that learns in a more black and white way.



## ***SENSORY INTEGRATION***

Again, keeping in mind that different audience members learn in different ways, it can be extremely helpful to bring in various methods of presenting information.

### **EXAMPLES:**

Use props to prove a point.

Use power point to help your visual learners follow your presentation.

Have everyone turn to their neighbor and repeat something impactful you say for your kinesthetic learners.

Have the audience members do something active to broaden the sensory experience and increase the chances of both learning and remembering your message long after it's been shared.

## ***EXAMPLES***

The examples we share should be given judiciously and without too much explanation. Examples and stories often overlap, and this is a good thing. Avoid simply listing examples in a dry checklist way—share them with enthusiasm!

## ***APPLICATIONS***

★ **GIVE YOUR AUDIENCE QUESTIONS TO REFLECT ON OR CALLS TO ACTION**

While the other elements are great, applications are a non-negotiable filler for a powerful presentation. While we don't want ever to condescend to an audience, we must give them overt ways to assimilate what we're teaching.

Applications do not need to be overly-complicated. It can be as simple as "Are you and I doing [principle]?" Other phrases to personalize and help with making a message individual to each listener include:

"When was the last time you [principle or related to it]?"

"What would change in your life if you started to [act on this principle]?"

"How might your relationships be different if you [principle]?"

"How would it effect you if you started to [principle]?"

As you can see, you deliver these questions after your teaching moment.

## ***THE FILLING OUTLINE***

Now the outline becomes even more developed. Each section of the talk might include the following:

- A. Supporting idea
  - a. Story (optional)
  - b. Fact (optional)
  - c. Sensory Integration (optional)
  - d. Example/s (optional)
  - e. Principle
  - f. Application

## III. FUEL AND FIRE

Once the above has been developed, it's time to consider the final elements: the introduction and conclusion. However, I like to call them the Fuel and the Fire.

### *THE FUEL*

★YOUR INTRODUCTION SETS THE TONE FOR YOUR TALK

#### CREATING AN ENGAGING INTRODUCTION

I call the introduction the fuel because it powers and ignites your entire presentation.

It can be tempting to think this needs to be developed first, but it's advantageous to wait until the body of your talk is done so you can create a powerful opening.

What not to say:

"Thank you"

"My name is . . ."

"I'm glad to be here . . ."

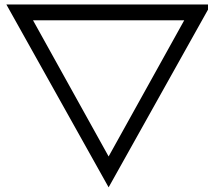
"Oops, I forgot . . ."

What to say:

"The candle suddenly extinguished as the wind blew through an open window leaving our home dark and our thoughts darker."

Okay, maybe not exactly that, but my point? Start your talk right away! Your opening lines matter, so know them by heart. Rehearse it until it doesn't sound rehearsed. Look at your audience. Lean forward. Engage with them and invite them into your talk.

The introduction of your talk should be either a quote or a very short, enthralling story that leads directly to your supporting points. It's like an inverted triangle, literally ending on your Main Point/Idea.



1. Start with a story
2. Transition into supporting points
3. End with your main idea

## ***THE FIRE***

★ YOUR CONCLUSION IS THE FINAL IMPRESSION YOU LEAVE WITH YOUR LISTENERS

### **CREATING A MEMORABLE CONCLUSION**

The conclusion is the fire because it's when you want your audience to be ready to jump out of their seats and go do what you're calling them to do.

What not to say at the start of the conclusion:

"In conclusion . . ."

"In closing . . ."

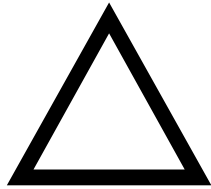
"Finally . . ."

"To summarize . . ."

What to say:

Your main idea.

The conclusion is simply the inverse of the introduction. You start with your main idea, and go broad, touching back on the opening story and tying it to your big take-away. It looks something like this:



1. Start with your main idea
2. Briefly recap supporting ideas
3. Call to action
4. End with tying the opening story to your main idea

What not to say at the end of the conclusion:

“Thank you”

“That’s all”

What to say:

An inspiring call to action and then an inspiring tie of your opening story to your main idea.

YOU DID IT! You’ve put together the FRAMEWORK, fleshed it out with some FILLING, and lastly created a fabulous opening and closing of FUEL & FIRE!

You’ve got this! And if you have questions or need support, you can find Sara at:

<https://saraspeaks.com>

[sara@saraspeaks.com](mailto:sara@saraspeaks.com)

Congratulations and may God bless you as you share your message with the world!

"THE WISE OF HEART IS CALLED DISCERNING,  
AND SWEETNESS OF SPEECH INCREASES PERSUASIVENESS.  
GOOD SENSE IS A FOUNTAIN OF LIFE TO HIM WHO HAS IT,  
BUT THE INSTRUCTION OF FOOLS IS FOLLY.  
THE HEART OF THE WISE MAKES HIS SPEECH JUDICIOUS  
AND ADDS PERSUASIVENESS TO HIS LIPS.  
GRACIOUS WORDS ARE LIKE A HONEYCOMB,  
SWEETNESS TO THE SOUL AND HEALTH TO THE BODY."  
--PROVERBS 16:21-24 ESV