

CHAPTER 5

# Audience Roadmap Worksheet

Build one destination, up to three major stops, and one arrival. Add a stop only when the result requires it. Say the route aloud without slides.

**Destination** Where does this message need to take the audience

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**Route and signposts**

**Major stop 1** What audience question does it answer

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**Signpost or transition into the next part**

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**Major stop 2** What audience question does it answer

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**Signpost or transition into the next part**

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**Major stop 3** What audience question does it answer

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**Signpost or transition into the next part**

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**Arrival** How will I fulfill the opening promise

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Total time \_\_\_\_\_ Opening \_\_\_\_\_ Middle \_\_\_\_\_ Close \_\_\_\_\_

Request a presentation review to strengthen your structure, transitions, and audience route.

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## Build a Point That Can Stand

Use one copy for each major point. State the claim before the background. Support it, connect it to the audience, and lead forward.

Major point number \_\_\_\_\_ Time available \_\_\_\_\_

**State** The point in one complete sentence

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**Support** Evidence story example comparison or demonstration

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**Connect** Why this matters to this audience

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**Transition** Close this point and open the next

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**If interrupted or short of time** The point and support I will preserve

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Listener check: Can someone repeat the route after hearing only my signposts?

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