CHAPTER 7

Message Memory Planner

What main point should people remember afterward?

Choose one or two memory aids that help people remember the main point. You do not need all six.

Memory aid	Possible material
Story	A true account of what happened and what people can learn from it.
Example	An example that shows what you mean.
Comparison	Something familiar that helps explain a new idea.
Facts and Results	Accurate information and an explanation of what the numbers mean.
Contrast	A difference between options, outcomes, or before and after.
Phrase	A short phrase that reminds people of a main point or action.

First memory aid and how it helps explain the main point

Second memory aid, if needed, and how it helps explain the main point

What did a listener remember without prompting?

What will I change after hearing the listener's answer?

Explore private coaching to make your essential message easier to remember.
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