

CHAPTER 6

Message Memory Planner

When the audience leaves I want this idea to follow them

Choose two complementary memory aids that carry the same idea. You do not need to use all six.

Memory aid	Possible material
Story	A truthful experience that reveals the idea.
Example	A concrete instance the audience can recognize.
Comparison	A familiar reference that clarifies the unfamiliar.
Evidence	A number or finding with its meaning explained.
Contrast	A useful difference that makes the choice visible.
Phrase	Accurate language the audience can repeat.

Memory aid one and its connection to the essential idea

Memory aid two and its connection to the essential idea

Retell test What a listener remembered without prompting

One revision after the retell test

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

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