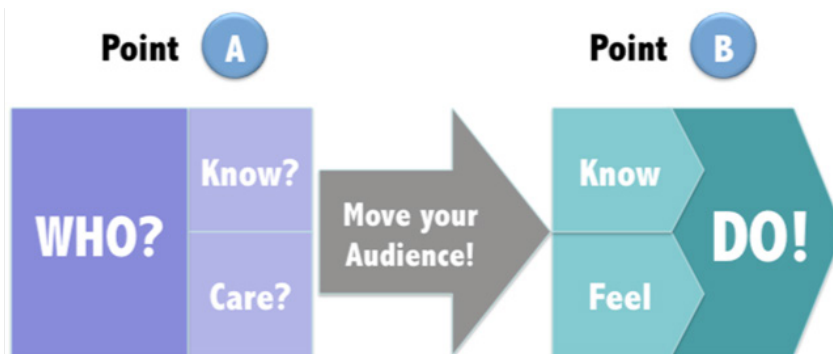# MESSAGE BUILDER

Lesson 1: Purpose and Audience

"If you don't know where you're going… you might end up someplace else." – Yogi Berra, Hall of Fame Catcher, NY Yankees

Yogi Berra could not have been more profound and yet so on the mark with that statement. Unfortunately too many presentations are created by first opening up PowerPoint and creating a title slide, followed by an agenda slide. Don't start there!

You may be asking yourself "Well then, where do I begin?" You start by defining Point A and Point B. Let's start with Point B.

Define Point B: Define the finish line. This is the goal of your presentation. What is the next step for your audience after you have finished presenting? This is your Point B. It's your destination. What is your goal for this presentation? Where do you want to take your audience by the time you are done? Defining this point can be done by answering three questions.

1. What do you want your audience to KNOW after your presentation?

2. How do you want your audience to FEEL after your presentation?

3. What do you want your audience to DO after your presentation?

Next, we need to think how to connect this Purpose to my Audience. Even if you have a goal set for the end of the presentation, if you don't know where your audience is today, how will you ever get them to the destination?

Define Point A: Point A is where your message meets the audience where they are today. You can define their current location by answering three questions:

1. WHO are they? (sales people, leaders, customer service, accountants, etc.)

2. How much does the audience KNOW about your topic today?

3. How much does the audience CARE about your topic today?

Once you've defined the starting point for your audience today (Point A) and the destination for tomorrow (Point B), you are ready to begin the development of your message.

For practice, before the next lesson, pick a topic for an upcoming presentation you will be delivering. Then, answer the six questions above to define both your Point A and Point B. In the next lesson, we begin the construction of your message!