

7 Steps to Creating Your Simple Speech Outline

Part 1: Includes guided steps and tips to creating your simple speech outline.

Part 2: Includes a template speech outline.

Topic

Before you create your outline, you want to be clear on the topic of your speech. Here are a few examples:

Reaching goals and dreams -- peak performance -- overcoming fear and adversity -- teamwork -- leadership -- making a difference -- distinguished customer service -- finding your purpose -- effective marketing -- increasing sales -- health and wellness --- spirituality -- religion -- relationships -- time management -- organization -- anti-bullying -- entrepreneurship -- prosperity -- celebrating diversity -- and many more!

Title

You will need to give your topic a title. This will not only help you brand your speech and be more marketable, but it will give event planners a clearer idea of what the audience will learn. Here are a few examples of my topic titles:

--The Adversity Advantage: How Positive Risks Lead to Positive Shifts in Performance and Profits

--Natural Leadership Emergence: The *New Model of Leadership* That Turns Your Weakest Link Into a Star

--Fear Freedom Formula: 7 Secrets to Inner Peace and Instant Confidence

Tip: Your message will be clearer when you know your mission. Your mission is your “why”. To uncover your mission, immerse yourself in the “7 Layers of Why” exercise...

Have someone ask you why you are speaking about this topic. When you answer why, do this 6 more times. Your first 4 answers will likely come from your head, your final 3 answers will come from your heart. Your 7th answer will be your “real why” (your mission). Use this to create your topic.

Part 1- Create Your Outline

Step 1: Welcome

Have something planned that you're going to say to your audience as an opening statement. It could be funny, you might ask a question, or you could honor them for being there, who they are, and what they do.

Step 2: Pattern Interrupt

Chances are, your audience has been seated for a while before you go on stage and their attention could be fading. Do something initially to loosen the crowd up and get their attention. This will set the tone for an engaging, interactive speech rather than a passive lecture. You could tell a funny joke, act out an opening mini-scene, get them on their feet, lead them to cheer about something specific, have them stand or raise their hand if they ever did something that you mention, have them turn to a neighbor to give them a high-five, or ask them to repeat something you say.

Step 3: Stories

What and where:

Know which stories you will tell and where your stories will be throughout your speech. These stories can be about you or someone else. Label your stories in your outline. For example, a few of mine are called "guitar story", "Becky story", "Freedom Day story", etc.

How many:

Plan on having at least 3 stories in your outline, highlighted by your 7-step Stand Out Story. Of course, this depends on how much time you have for your speech. For every 15 minutes of stage time, you could add another story. If you only have time for 1 story, make sure it's your Stand Out Story.

Open-Nested Loop:

Audiences love...

- 1) Cliff hangers
- 2) Anticipation
- 3) Resolution

An open-nested loop is when you start your speech with a story that's unfinished. It ends in a place where people are immersed in your story, then left to wonder "what happens next?" You continue on with your speech while they hope that maybe later, they'll get to find out what happened.

At the end of your speech, continue the story where you left off at the beginning of the speech. The audience is then fulfilled as they have resolution and closure which is an amazing grand finale to your speech!

Tip:

Events often run behind schedule. It's likely that someone may ask you just minutes before going on stage to cut your stage time. If that happens, know beforehand which story you will take out of your outline.

Step 4: Message

After every story, write out the message in your outline in 1-2 short lines. In other words, what was the point of the story you just told (the life lesson as it relates to the topic).

Message Maximizer

This is an opportunity for you to add something at the end of your message to make it even more powerful! Here are examples of "message maximizers" that you can use...

1) Insert a "quantum quote" after the story. Here's an example from my Fear Freedom Formula speech:

--I tell my "facing my greatest fear" story
--I share the message of the story.
--I use the quote, "Fear is the only thing in the world that gets smaller as you run toward it."

2) Teach content that branches off the story and relates to the topic. Keep this short and concise as teaching content is secondary to the stories in your speech.

3) Give them simple action steps. This creates a bridge between your story and how the audience will move forward in optimism.

Step 5: Exercises

Peoples' attention span starts to fade every 15 minutes. Throughout your speech, you will want to keep them alert and engaged by asking them to raise their hand if they resonate with what you're saying, verbally repeat what you just said, give their neighbor a high-five, etc. Beyond that, you should have at least 3 exercises for them included in your outline that will get them:

--Out of their seats
--Interacting
--Engaged

Exercise examples

Neighbor shares:

Have them share their thoughts, takeaways, or breakthroughs with a neighbor. Direct them on what to do and give them a time limit (30 seconds to 1 minute is typically good). Tell the partners when to switch turns.

Take a stand:

Have them stand if they resonate with what you're saying or if they have experienced what you are sharing. You can ask 1 or multiple questions, inviting them to stand each time. When they look around the room, they will see that they're not alone in their feelings. Tell them when to take a seat, and pick up with your speech.

Deep breath:

Have your audience take a big inhale and exhale. Guide them through this a couple of times, keeping it short. This gets them present.

Ask a question:

Ask your audience a compelling question and tell them to raise their hand to comment. Invite them to stand when they share and speak into a mic. This can lead to some great on-the-spot coaching and audience interaction. In this case, have a time limit in mind and get people re-centered back to your speech when it's time. It's important that you don't stray from your speech.

Invite a guest on stage:

Ask someone in the audience if they would like to come on stage to work through something you're teaching or sharing. This can also lead to great on-stage coaching or audience participation as they relate to what the guest is sharing or working through. Again, be conscious of not straying from your speech.

Music break:

Have an energetic song clip and get people up and dancing. Invite them to sing along. Conversely, you can use softer music for reflection or feeling into emotions.

Visualization:

Guide them through an inspiring visualization.

Stand and stretch:

This quick exercise gets peoples' juices flowing again and attention back on you.

Physiology shift:

One of my favorite examples of this is when I attended a Tony Robbins event and we had to celebrate like we won the lottery. Just when we thought we had celebrated enough, he asked us to double it, then triple it! This definitely got my heart racing, and I was re-energized for the next segment.

Step 6: Transitions

When you add a story, message, and exercise to your outline, you want to include a smooth transition before your next segment so that each segment flows into the next. Here are some examples of transitions:

- Question for the audience (ask them to raise their hand or shout out an answer)
- Quote
- Picture if you're using powerpoint
- Video clip
- Music clip

Tip: Before you make your transition, it's great to create a little space. This is the perfect time for a sip of water, taking off your jacket, moving to another area of the stage, or a simple brief pause before moving on.

Step 6A: Your Offer

This is only applicable if you are selling something to the audience.

Just before your offer, you will want to tell your Stand Out Story. This will show your vulnerability, your credibility, and that you are just like them. The audience will be able to see how they can have success like you did, in a way that feel real and attainable. As you've gained their trust through your story, they will be much more likely to purchase what you are offering.

Step 7: Close

Finish your speech strong with:

- The end of your open-nested loop story. See step 2 about open nested loops.
- Boomerang message: This is the big overall point that you are making that ties back to the topic of the speech.
- Thank the audience and acknowledge them for how great they were.
- Leave them with one last big takeaway or quote.

Part 2 - Template Speaker Outline

Opening of Speech

Welcome: _____

Pattern Interrupt: _____

Body of Speech

Story #1 (Open nested loop): _____

Message #1 (add message maximizer):

Exercise #1: _____

Transition #1: _____

Story #2: _____

Message #2 (add message maximizer):

Exercise #2 _____

Transition #2 _____

Story #3: _____

Message #3 (add message maximizer):

Exercise #3: _____

Transition #3: _____

Offer (only if selling): _____

Close of Speech

End of open-nested loop story: _____

Boomerang message: _____

Thank you: _____

Big takeaway: _____