

Working Title of Presentation \_\_\_\_\_

Supporting points make the case for your presentation. They answer the question “Why should we think, feel or do what you are asking? There is a lot to be gained from this exercise beyond just a list of the most important things we want to tell our audience.

Think back to the exercise that we used to define our audience. Think through who they are, what are their wants and then dive deep into what are their deepest needs. What keeps them up at night? If we can address these deep inner concerns, we can offer them very useful and actionable content.

**Let’s look at a single supporting point before we try to make a huge list.**

1. Write down the most obvious supporting point you wish to make. List it as a plain feature or fact about your service, product or point of view.

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2. What is the benefit to your audience if they accept your point of view or receive your service or product? Is there an emotional component to this?

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3. What is the meaning to them of this action? What is the benefit to this benefit? How will this change their lives? Look for deep emotional meanings.

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