

## Presentation Preparation Checklist

**Topic:**

**Date:**

### **Purpose: What is the main purpose of your presentation?**

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1. Is your presentation designed to persuade, inform/teach, or evoke?
2. Goal Statement: What is the specific goal of your presentation?
3. List the attitude, action, or feeling you wish to elicit from the audience

### **Audience Analysis**

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1. Describe your audience.
2. What assumptions are you making regarding your **Audience** Stages of Change? (Attitudes, behavioral patterns, feelings, emotional investment)
3. What assumptions are you making regarding your **Audience** knowledge level?

### **Speaker Analysis**

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1. What assumptions are you making regarding your credibility with the audience?
2. What will you do to enhance your credibility?
3. What assumptions are you making regarding your relationship with the audience?
4. What will you do to increase your audience's identification with you?

### **Persuasive Strategies**

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1. Outline your persuasive strategy
2. To what stage of change are you orienting your presentation?
3. What presentation aids will you use?

### **Summary**

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1. What concluding thoughts do you plan to leave with your audience?