

Building a message map to plan a presentation's structure and content

Carmine Gallo, 2014, advocates the following planning approach to ensure clarity of message and content. It should fit on one page, which will also help you to be concise and focus on only the most powerful and persuasive components of your presentation.

1. Create a Twitter-friendly headline

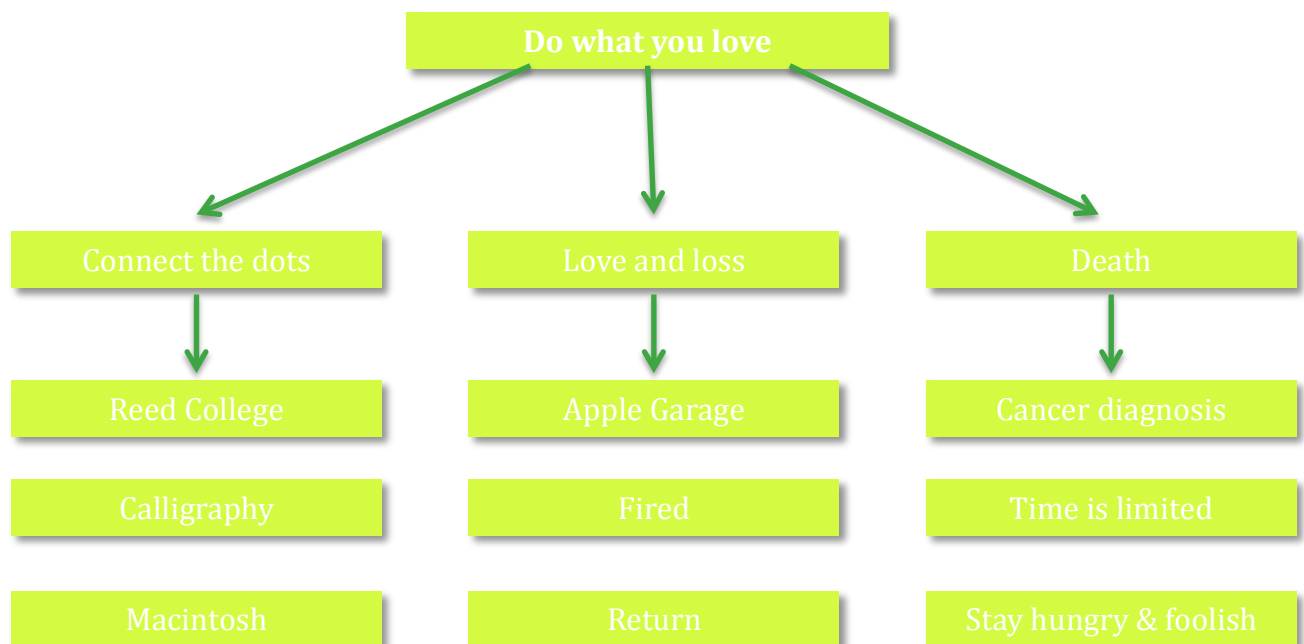
Ask yourself, what is the single most important thing I want my listener to know about my product/service/brand/idea? This needs to be concise, so less than 140 characters.

2. Support the headline with three key messages

The human mind can process only about three pieces of information in short-term memory. When you're designing a presentation outline, include three supporting messages that support the overall theme

3. Reinforce the three messages with stories, statistics, and examples

Add bullet points to each of the three supporting messages. This doesn't need to be the full story, just useful prompts. Remember, the message map should fit on one page.



Example: Steve Jobs' Stanford Commencement speech, 2005

Creating your message map

1. Create a Twitter-friendly headline

The most important thing I need my listener to know

2. Support the headline with three key messages

Three supporting messages that support the overall theme

3. Reinforce the three messages with stories, statistics, and examples

Bullet points to cover the key elements