**STUDY GUIDE:**

**Public Speaking – How to Effectively Convey Your Message**

**Instructions:** The questions below can be used to guide further individual self-study, or group discussion, after watching Public Speaking – How to Effectively Convey Your Message. If you are leading a group learning experience using this module, you may wish to review the questions with participants in advance of the session and again afterwards to gauge their learning.

27-9-3 requires you to make your persuasive point in no more than **27 words** within a time frame no longer than **nine seconds** with no more than **three points**. These limitations help us focus on understanding how to connect to a listener. This message is not the place to present your entire appeal – just enough to hook the listener in wanting to hear more.

Before crafting your message, consider and answer the 5 questions below

1. Who is the **audience** for this particular message?
2. What might appeal to their **direct self-interest**? (What’s in it for them? Why should they care?)
3. What do you want your audience to **think** or **understand**?
4. How do you want them to **feel** about what you have said?
5. What do you want your listener to **do** after they hear your message?

Write your 27-9-3 message in the spaces below. Practice saying it out loud to someone and invite their feedback. Your statement may sound very different than it reads and most of our messages will be spoken, so we want to make sure that our message rolls off our tongue easily; is not full of jargon; and that it actually sounds like something you would say out loud to another human being in person or leave on a voicemail! Revise your statement based on the feedback you receive.

Ideas for My 27-9-3

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My Refined 27-9-3

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# Public Speaking: How to Effectively Convey Your Message: Crafting Your Broader Message

**What Are Five Facts You Know About your Agency and the volunteer program?**



















**What are five things your agency does or things that the volunteer program means to you?**



















Building on your 27-9-3 and using the information above, write your broader appeal message.

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