

# The GPS Speechwriting Roadmap

1. Ask *The 3 Questions*:

- Who is your audience?

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- What is your goal? *Think about how you want the audience to feel.*

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- Why you; why are you passionate about this?

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2. Determine your main message:

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3. Outline your main points (bullet points, not word-for-word):

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4. Re-arrange your main points into a logical format:

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5. Ask yourself: *Where can I cut to make it more concise?*

6. Ask yourself: *How will I open and close the speech/conversation?*

Opening:

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Closing:

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7. Transfer the final text to a blank document and read it out loud.

8. Practice multiple times for body language and vocal variety using a mirror, a friend, or your smartphone's video.