## Part 1: Your Next 5 Speeches

What are the topics for your next five speeches?

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## Part 2: You Focus & Big Promise(s)

Take one of your next speeches to focus on. What big promise can you make to the audience?

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## Part 3: Content

What is the “movie trailer version” of what your speech is about?

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## Part 4: Context

Why does your speech matter to the audience?

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## Part 5: Credibility

What results have your process produced? Why are you the person to talk about it?

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## Part 6: Putting it All Together

Now integrate the above into an introduction. For a real introduction, you’ll want to aim for 30-60 seconds.

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