1. [Title] GREETING AND PREVIEW
2. [Text] INTRODUCTION & IMPORTANCE
   a. State what you wish your listeners to do with the information you present
   b. Tell why this information will be useful to your listeners
3. [Bullet] MAIN POINTS
   a. State you major points and indicate that you will elaborate on each
4. [Text, Data or Combo] SUPPORT EACH MAIN POINT
   a. Provide supporting data, illustrations, examples, etc. for each main point
   b. Use a variety of support types to hold listener interest
5. [Bullet] SUMMARISE THE MAIN POINTS & CALL FOR ACTION
   a. Review each briefly
   b. Call for Action – ask listeners to DO something