Magic Formula

1. Prepare
	1. Gather important information
	2. Analyze your audience
	3. Determine what action you want the audience to take
2. Create the body of the speech
	1. Identify a series of main points
	2. Search for the best support material that will add credibility to the main points
	3. Determine how the audience could apply the main point to their own lives
3. Create the closing
	1. Review the main points and create a final statement to summarize, leaving an impact on the audience
4. Create the opening
	1. Determine how to connect the audience to the topic
	2. Preview your main points

Magic Formula Mapping

* Underline the important information
* Place a star next to your main points
* Draw a box around your supporting material
* Put an exclamation point next to your impact statement
* Draw a smiley face next to your connection
* Draw a small TV next to your preview
* Draw a stick figure next to your statement explaining what action you want the audience to take
* Draw a key next to information or statements that are geared to your audience

\*If you feel like you have sufficiently covered all aspects of the Magic Formula, you can turn in your speech as is. If you need to adjust some elements of your speech, bring a completed copy next class period. Whatever you turn in needs to be “mapped”.