Killer Keynote Structure

Main point:

Introduction
• Pep—get attention with question, story, quote, startling statistic, etc.
• Promise—specify benefits to audience
• Path—preview points (or indicate how they will get the promise “3 tools” for example)

Point 1
Support for Point 1:
SHARP
Power Phrase
Reflection
Application
Power Phrase
Transition to pt. 2

Point 2
Support for Point 2:
SHARP
Power Phrase
Reflection
Application
Power Phrase
Transition to pt. 3

Point 3
Support for Point 3:
SHARP
Power Phrase
Reflection
Application
Power Phrase
Transition to conclusion

Conclusion
• Summarize/call back main points (or audience discuss and debrief)
• Q&A (optional)
• Memorable close (can tie to intro, call-to-action, story, quote)

Based on the book, *Cat Got Your Tongue? Powerful Public Speaking Skills & Presentation Strategies for Confident Communication or, How to Create the Purrfect Speech*  
*Diane Windingland, VirtualSpeechCoach.com*