

THE



Minute Speech

Creation Formula

by Brian Tracy

The 5 Minute Speech Creation Formula

Preparation is essential to your ability to deliver a powerful speech. The more you plan and prepare, the more confidence you will have when you finally stand up to speak.

The PREP Formula is an extremely effective preparation technique that some of the best speakers in the world use.

★ Designing Your Speech

Below, list the title of your speech.

Below, list a one-sentence description of the purpose you are trying to achieve with your speech.

List 15 talking points, ideas, phrases, statistics, examples, and/or illustrations you can use in your speech.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Now, go through the list you have just created above and circle the 5 key points that will have the most impact in your talk.

Below, organize the 5 key points you've circled above, and list them in the order in which you will cover them in your talk.

Point #1: _____

Point #2: _____

Point #3: _____

Point #4: _____

Point #5: _____

Now that you've chosen and organized the main points of your talk, use the "PREP" Formula for each talking point.

★ The "PREP" Formula

P = Point of View

State your thought, idea or fact at the beginning of each talking point.

For Example: "More people are going to make more money in the next 10 years than in the last 100 years."

R = Reasons

State your reasons for holding this point of view or idea.

For Example: “The number of millionaires and billionaires, most of them self-made in one generation, has increased by 60% in the last five years, and the rate of increase is accelerating.”

E = Example

Illustrate or use an example to reinforce and prove your point of view.

For Example: “In 1900, there were 5,000 millionaires in America and no billionaires. By the year 2000, there were 5,000,000 millionaires and more than 500 billionaires. By 2007, according to *BusinessWeek* magazine, there were 8,900,000 millionaires in the United States and over 700 billionaires worldwide, most of them first-generation.”

P = Point of View

Restate the first “P” to emphasize your idea further.

For Example: “There have never been more opportunities for you, the creative minority, to achieve financial success than exist today — except for tomorrow and the years ahead.”

Now, combine the elements of the PREP Formula to build out and organize the key points in your talk.

Below, write in complete sentence and fill out the blanks that state each key point, point of view of each key point, reasons behind the point of view, an example of the point of view and then restate it again. Do this for all 5 key points of your talk. Again, remember to fill out each blank by writing in complete sentences.

Key Point #1: _____

Point of View:

Reasons:

Example:

Point of View Restated:

Key Point #2: _____

Point of View:

Reasons:

Example:

Point of View Restated:

Key Point #3: _____

Point of View:

Reasons:

Example:

Point of View Restated:

Key Point #4: _____

Point of View:

Reasons:

Example:

Point of View Restated:

Key Point #5: _____

Point of View:

Reasons:

Example:

Point of View Restated:

★ Your 5-Minute Speech Creation

