

Public Speaking: How to Effectively Convey Your Message: 27-9-3

27-9-3 requires you to make your persuasive point in no more than **27 words** within a time frame no longer than **nine seconds** with no more than **three points**. These limitations help us focus on understanding how to connect to a listener. This message is not the place to present your entire appeal – just enough to hook the listener in wanting to hear more.

Before crafting your message, consider and answer the 5 questions below

1. Who is the **audience** for this particular message?
2. What might appeal to their **direct self-interest**? (What's in it for them? Why should they care?)
3. What do you want your audience to **think** or **understand**?
4. How do you want them to **feel** about what you have said?
5. What do you want your listener to **do** after they hear your message?

Write your 27-9-3 message in the spaces below. Practice saying it out loud to someone and invite their feedback. Your statement may sound very different than it reads and most of our messages will be spoken, so we want to make sure that our message rolls off our tongue easily; is not full of jargon; and that it actually sounds like something you would say out loud to another human being in person or leave on a voicemail! Revise your statement based on the feedback you receive.

Ideas for My 27-9-3

My Refined 27-9-3

Public Speaking: How to Effectively Convey Your Message: Crafting Your Broader Message

What Are Five Facts You Know About AgriLife Extension and the Master Wellness Volunteer Program?

1. _____

2. _____

3. _____

4. _____

5. _____

What are five things AgriLife Extension does or things that Master Wellness Volunteer Program means to you?

1. _____

2. _____

3. _____

4. _____

5. _____

Building on your 27-9-3 and using the information above, write your broader appeal message.