

HOOK

Opening

LINE

Body

SINKER

Close

BEFORE YOU WRITE — WHAT SHOULD THEY:

- **Remember** — one fact they'll still know tomorrow.
- **Understand** — why this matters for them.
- **Believe** — hope is real, survival is possible.
- **Act upon** — one specific next step.

■ HOOK — THE OPENING

- **First sentence wins:** you have ~2 minutes to win the audience.
- **Three ways to hook:** startling stat, a question, or your purpose.
- **Avoid:** apologies or unrelated jokes.

■ LINE — THE BODY

- **Your journey:** discovery, diagnosis, treatment (keep it understandable).
- **Your cancer org:** name the programs, services, and research that helped.
- **Add a PUNCH:** highlight one turning point — a specific moment of hope.

■ SINKER — THE CLOSE

- **Sinker secrets:** emotion, brevity, positivity, energy.
- **Powerful ending:** call to action, restate your opening, thank the audience.
- **Remember:** a story without a call to action is a wasted opportunity.

USING YOUR VOICE

- **Speak up.** Use a mic if your voice is soft.
- **Enunciate.** Don't mumble.
- **Short sentences.** Breathe normally.
- **Don't rush.** Adjust to fit the time.
- **Dry throat?** Room-temp water. Avoid cold & caffeine.

EYE CONTACT — THREE ZONES

OZONE

Ceiling or
over heads

NO ZONE

Buried in
notes

GO ZONE

Eye to eye
with audience

Use notes? Glance — then look back out. Never read.

BODY LANGUAGE

- **Good posture.** No slouching — it even improves your voice.
- **No leaning** on the podium.
- **Walk naturally,** don't pace back and forth.
- **Show emotion.** It's your story — it's okay.

MANNERISM PITFALLS

- **Empty pockets.** No jingling coins or clicking pens.
- **Watch for** lip-licking or excessive blinking.
- **Purposeful gestures** emphasize; repetitive ones distract.

DAY-OF TIPS

- **Be prepared.** Confidence follows preparation.
- **Exercise** to shake off nerves.
- **Don't review notes** right before — it spikes anxiety.
- **Number your** note cards.
- **Relax.** The audience wants you to succeed.