The UPPOPPR
SEVEN STEPS TOWARD SECURING
INTEREST / ATTENTION / INFLUENCE

1) UTILITY
   "What is in it for me?"
   "How will the audience member benefit?"

2) PRODUCT
   "What is desired end point?"
   "What is the outcome of this presentation?"

3) PROCESS DESCRIPTION
   "What are we going to cover today and how is it going to happen?"

4) OBJECTIVE
   "What am I (the audience) expected to do today?"
   "What are the expectations... what conditions... will I be judged?"

5) PROCESS JUSTIFICATION
   "Why are we doing it this way?"
   "What is the benefit of this approach?"
   "Where did this information come from... why is it credible?"
   "Why is the presenter to be listened to?"

6) PROOF of ABILITY
   "What does audience already know that will help them succeed?"
   "How can audience be confident that they can succeed?"

7) REVIEW
   "What are we going to do today and how?"
   "What are we expected to do and why?"
   "What is in it for me? What are the benefits?"