# Using Memorable Language

Answer the questions below to gather the ideas for your presentation. Add as much space as you need. You can copy your answers from this document directly to the working draft for your Pitch Script.

**1. Involve the audience.**People are more interested in their own concerns than in yours. How can you establish a link between your topic and the audience’s interests? What can you say that will help the audience see the situation clearly?

**2. Refer to people, not to abstractions.**People remember specifics; they forget abstractions. To make a point memorable, describe it in human terms. How can you describe the situation you are examining in human terms?

**3. Use interesting facts, figures, and quotations.**Search the internet for interesting information about your subject. For instance, you might find a brief quotation from an authoritative figure in the field or a famous person. What interesting information about your topic might you mention?

**3. Look for relevant statements, guidelines, or principles.**Locate statements that the audience already supports and suggest how your approach fits with those statements. For example, at Virginia Tech, you might use information from the Principles of Community to connect the audience to your ideas. Federal guidelines and industry standards may also carry weight with the audience. What relevant statements, guidelines, or principles can you appeal to? How do they connect to your topic?