



A Powerful SPS

If you want your SPS to get attention, use these guidelines...

Remember that a question is NOT an SPS.

A question can serve as a title. A question can serve as a means to present the SPS. A question can help the speaker to develop an SPS. However, remember that an SPS is a Specific Purpose **Statement**. What is the point that you are trying to get across to your audience? What “statement” are you trying to prove, support, or explain to your audience? A question is not an SPS.

Always use ACTION verbs in your SPS

Passive verbs mean a weak or non-existent SPS, while **action verbs** guide and define a strong SPS.

Examples of *passive verbs*...

about – “Today, I’m going to talk about how to study the Bible.”

This is the most commonly abused passive verb in speaking, leaving the audience (and sometimes the speaker) with no specific idea where the message is going.

Examples of *action verbs*...

convince - I will **convince** my audience that they are eating too much.

persuade - I will **persuade** my audience to insulate their house better.

inspire - I will **inspire** my audience to be more courageous.

Other examples: explain, challenge, prepare, rehearse...

Create strong, connected support pillars

Do each of your points clearly tie to your SPS? If they had to stand alone, would they clearly do so? A three-fold cord is not easily broken, and three support points are hard to beat. But every point should be able to be tied into the SPS in your own mind. If you don’t have the connection clearly in mind, don’t expect the audience to do any better.

By the way, today I have taught you how to prepare a more powerful SPS! (sps statement) How did I do that? (use of question) By giving you three tools. (support pillars) If you use these three tools, you’re speaking will improve dramatically!