Sticking to the point

Here’s a list of things you’ll need to consider when you’re planning a short explanation:

1. What are the most **important points** you want to get across?
2. How much detail do you need to include. Is it all **relevant**?
3. How are you going to **start**?
4. How are you going to **make links** between one point and the next?
5. How are you going to **end** your explanation?

Look at some of the planning notes made by the speaker on the factsheet **Presenting information** before she explained how to order online. Here’s an example of how to order online:

**1. Important points**
- Select the bed.
- Click ‘Add to basket’.
- Click ‘Buy now’.
- Fill in personal details.
- Fill in card details.
- Print confirmation.

**2. Relevant detail**

<table>
<thead>
<tr>
<th>Detail</th>
<th>Relevant</th>
<th>Not relevant</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s not difficult</td>
<td>This will reassure customers - they won’t be put off</td>
<td>They’re ready to order, so they’ve already chosen the one they want to buy.</td>
</tr>
<tr>
<td>There are 200 different models on the website.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>You can order a number of items at once</td>
<td>You don’t want customers to move off the page until payment has been confirmed</td>
<td>It’s obvious when customers start the order process.</td>
</tr>
<tr>
<td>It takes a few minutes to confirm payment.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The confirmation is useful for tracking delivery.</td>
<td>If customers want to find out what’s happened to their delivery, they’ll have all the necessary information.</td>
<td></td>
</tr>
<tr>
<td>We get hundreds of online orders a week.</td>
<td></td>
<td>Customers are only interested in their own order.</td>
</tr>
</tbody>
</table>

**3, 4 and 5. Start, link ideas and end**
- **Start by** saying, “I’m going to explain how to order online”.
- **Link ideas** by using sequence words like **first** and **then**.
- **End** by repeating the main points and then check that everything’s clear.

Remember to sound friendly and confident and don’t speak too quickly!