

The ABA Model

Below is the model and process for creating a 'persuasive presentation'—or a pop tune. Keep this model to use as you create your persuasive presentation or article.

(Length: 3 minutes to)

A Beginning (Theme)

'Hook' – Get their attention

The reason/overview for the action you want audience to take

End results/their benefits of doing (mention the 'ideal')

REAL
(where your
audience is now)

B Middle (Persuade the Audience to Your Point of View)

Explain *how* audience can get what they want

Can have: Examples (can be stories)

Can have: Demonstrations

Can have: Involvement (you may have audience raising their hands, etc.)

GAP

A End (Return to Theme)

Remind of cost of not doing (motivate)

Summarize benefits (motivate)

Paint a rosy future with actions (motivate to action)

IDEAL

Excerpted from [Knock Their Socks Off: Tips to Make your Best Presentation Ever](#),
www.carlacross.com



