## **WRITING A EULOGY WORKSHEET**

1. **FIT** FOR THE AUDIENCE

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| Who’s the speech for? |  |
| What do they want? |  |
| How long have you got? |  |
| What is the context? |  |
| Who’s speaking before you? |  |
| What are they saying? |  |
| How will you know you’ve done a great job? |  |
| Who is invested in the speech? |  |
| What’s the purpose? |  |
| What’s the value for the audience? |  |
| What do you want to see / hear / feel at the end of your speech? |  |
| What are you afraid of? |  |
| Who can help you? |  |

1. **FOCUS** ON THE MESSAGE

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| What’s the one thing that you want the people to remember when they’ve forgotten everything else? |  |
| What’s the Big Idea? |  |
| High impact opening |  |
| Act 1 |  |
| Act 2 |  |
| Act 3 |  |
| Epilogue |  |

1. **FLAIR**: HOW TO MAKE IT INTERESTING AND MEMORABLE

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| What’s the Big Idea? |  |
| Any particular images, stories or examples that will help |  |