

## SELECTING CONTENT (3 SKILLS)

### 1) **Cook it down. (Consider your purpose.)**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/5ZJK6Z5wXBO.html?wvideo=5ehap9miwn](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/5ZJK6Z5wXBO.html?wvideo=5ehap9miwn)
- GOOD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/5vOtqI9Guw8.html?wvideo=viem9uonnw](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/5vOtqI9Guw8.html?wvideo=viem9uonnw)

### 2) **Convince the audience to listen.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/6gP8tGvUfQ1.html?wvideo=tsx9iejog8](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/6gP8tGvUfQ1.html?wvideo=tsx9iejog8)
- GOOD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/6OuAcrFfzXP.html?wvideo=5zsi3mfww6](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/6OuAcrFfzXP.html?wvideo=5zsi3mfww6)

### 3) **Give the audience a purpose.**

- BAD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/61VNgNrvSnh.html?wvideo=c1d706lkbc](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/61VNgNrvSnh.html?wvideo=c1d706lkbc)
- GOOD EXAMPLE #1  
[https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story\\_content/5wWgeLwyXbz.html?wvideo=hygqcm0l3z](https://media.academicmerit.com/522bc434169a97dd96ddfff8a5036230/story_content/5wWgeLwyXbz.html?wvideo=hygqcm0l3z)