



Rule of 3 Structure

The rule of three is a writing principle that uses a trio of events, words, phrases, or characters to be more satisfying and effective than other numbers set. We like 3's, 3 is the magic number, and this pattern helps us remember important information. Some of the most famous lines from speechwriting use multiples of three to emphasize and surprise. Follow the template below to take advantage of the way our brains cling to patterns and be memorable with your audience.

Intro + Body + Conclusion

What's your Message: _____

What's your Call to Action: _____

Intro

Start with a great opening line to grab attention
+ (insert message)

Body

+ "Here are 3 example to support this point..."
"Let me share with you 3 good reason why..."

PRO TIP:

Make a list of as many good arguments as you can first then use the best 3

1.

2.

3.

(most important)

Conclusion

+ Summary 123 "as you can see from...."
+ (insert message)
+ Share the Call to Action for your audience

PRO TIP:

Prioritise your 3 examples / reasons in importance to create energy and climax

