

# WOW STATEMENTS

**W:** What do you want to leave your audience with?

**O:** One last statement.

**W:** Write a quote, statistic, or end of a story.

**TIP:** Create a full circle moment with the attention getter in the introduction reflecting the WOW Statement in the conclusion.



## Statistic

**Attention Getter:** Did you know that Labrador Retrievers are the most popular dogs owned in America?

**WOW Statement:** The next time you see a Labrador, you can remember that there are 88,547 in the US alone.



## Story

**Attention Getter:** I was standing on the side of the road, looking at my phone, when all of the sudden, BAM! I was on the ground dazed. I got hit by a biker on the side of the road.

**WOW Statement:** In my personal story at the beginning of my speech, I could have been hurt way worse, so learn from my mistakes and don't look at your phones while near streets or in cars.



## Quote

**Attention Getter:** "Nurses are a unique kind. They have this insatiable need to care for others, which is both their greatest strength and fatal flaw" stated by Dr. Jean Watson an American nurse theorist and nursing professor (n.d.).

**WOW Statement:** I want to leave you with this last quote from Dr. Jean Watson "Maybe this one moment, with this one person, is the very reason we are here on earth at this time" (n.d.).