

# Section 1 - How to write a speech

## Planning a speech

Public Speaking Occasion

The speech theme

The people

## Writing a speech

Speech Structure

**Speech Structure - How to organize your speech**

Most good writing, we are told, must have structure. A good speech is no exception. By providing your speech with a beginning, a middle, and an end, you will lay the foundations for a successful speech that fulfills all of your aspirations.

**Opening**

**The first thirty seconds of your speech are probably the most important.**

In that period of time **you must grab the attention of the audience**, and **engage their interest in what you have to say** in your speech. This can be achieved in several ways. For example you could raise a thought-provoking question, make an interesting or controversial statement, recite a relevant quotation or even recount a joke. **Once you have won the attention of the audience, your speech should move seamlessly to the middle of your speech.**

**Body**

The body of your speech will always be **the largest part of your speech**. At this point your audience will have been introduced to you and the subject of your speech (as set out in your opening) and will hopefully be ready to hear your arguments, your thoughts or even your ramblings on the subject of your speech.

**The best way to set out the body of your speech is by formulating a series of points that you would like to raise.**

In the context of your speech, a "point" could be a statement about a product, a joke about somebody or a fond memory of the subject of a eulogy.

**The points should be organized so that related points follow one another so that each point builds upon the previous one.** This will also **give your speech a more logical progression, and make the job of the listener a far easier one.**

Don't try to overwhelm your audience with countless points. It is better to **make a small number of points well than to have too many points**, none of which are made satisfactorily.

**Closing**

Like your Opening, **the Closing of your speech must contain some of your strongest material.** You should view the closing of your speech as an opportunity. It is an opportunity to:

- **Summarize the main points of your speech**
- **Provide some further food for thought for your listeners**
- **Leave your audience with positive memories of your speech**
- **End with a final thought/emotion** (e.g. With admiration for winners and losers at an awards ceremony)

Outline

**Outlining** is a popular pre-draft technique when writing and commonly recommend to aspiring speechwriters.

**An outline is a hierarchical representation of the content of your speech.**

Think of it as **the skeleton upon which you will add the flesh of your speech.**

- **Opening**
- **Body**
- **Closing**

The next step is **try to flesh out some additional points, using the notes you have about the occasion, the theme, the subject and other information you have**

	<b>gathered from people relevant to the speech</b> (family, friends and colleagues of the subject of the speech, other speechmakers etc.).
<b>Drafts</b>	<p>It is now time to add flesh to your outline and <b>create a first draft of the speech</b>. Before we start, note that <b>a draft is just that, a first-cut at your speech. Your first draft of a speech should never, ever be the final draft.</b></p> <p>The outline we created in the last step will serve as the basis for our first draft. We take each element of the outline and apply our creative writing juices to turn that outline into a portion of a speech.</p> <p>There is no right or wrong way to move from outline to draft.</p> <p>Be yourself, use your own voice and remember, you can change anything and everything you write later. For now it's just important to establish that first draft.</p>
<b>Feedback</b>	<p>It's now time to do something that many people are reluctant to do. <b>It's time to get some feedback on your speech.</b></p> <p><b>This is an invaluable step that will only enrich your speech and potentially save you from much controversial.</b> It's much better to learn of any problems with your speech now, than when you are delivering your speech at your public speaking event.</p> <p>Ideally <b>you should seek feedback from 2-3 people, at least one of whom is not directly related to or attending the event - an impartial critic</b>, if you like.</p> <p><b>Examples of feedback you should seek include:</b></p> <ul style="list-style-type: none"> <li>▪ <b>Inappropriate content</b></li> <li>▪ <b>Error(s) of omission</b></li> <li>▪ <b>Grammatical problems</b></li> </ul>
<b>Final version</b>	Even though we label this version of your speech the final version, <b>there is still room to change</b> . In particular, <b>as you progress you may find that a part of your speech that works on paper, doesn't do so when spoken aloud.</b>
<b>Section 2 - How to deliver a speech</b>	
<b>Main points</b>	<p>Your speech include:</p> <ul style="list-style-type: none"> <li>▪ <b>Your audience</b></li> <li>▪ <b>The public speaking venue</b></li> <li>▪ <b>Yourself</b></li> </ul>
<b>Your speech</b>	<p>Techniques</p> <ul style="list-style-type: none"> <li>▪ <b>Reading and re-reading the speech</b></li> <li>▪ <b>Recording the speech on mp3 and listening to it while mobile</b></li> <li>▪ <b>Recounting the speech from memory</b></li> </ul>
<b>Your audience</b>	<p>Whatever the occasion, <b>your speech must always be targeted at your audience</b>. If the speech is to an unfamiliar audience then an early goal of your speech must be <b>to build a degree of trust with the listeners</b>.</p> <p>You must know who your audience are in order to best decide how to affect your message upon them.</p>
<b>Know your public speaking venue</b>	<ul style="list-style-type: none"> <li>▪ What is the capacity of the venue?</li> <li>▪ How full will it be?</li> <li>▪ Is the venue wide? Or long?</li> <li>▪ Will you be at the same level as the audience or on a raised level?</li> <li>▪ Will you be speaking with or without a microphone?</li> <li>▪ Will there be a power source at your speaking location?</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Will there be a computer at your speaking location?</li> <li>▪ Will the computer be connected to a screen visible by the audience?</li> <li>▪ Where will you be positioned prior to the speech?</li> <li>▪ Will you be standing, or more unusually, seated, during your speech</li> </ul>