

# Terms and Conditions

## **LEGAL NOTICE**

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting and finance fields.

You are encouraged to print this book for easy reading.

# Table Of Contents

Foreword

Chapter 1:

***Writing Speeches Is Not As Hard As You Thought***

Chapter 2:

***Your Goals Of Delivering The Speech***

Chapter 3:

***Understanding The Topic Thoroughly***

Chapter 4:

***Determine The Depth Of Your Research***

Chapter 5:

***You Need To Know Your Audience***

Chapter 6:

***Dummies Way Of Researching On Your Speech Topics***

Chapter 7:

***Anatomy Of Your Speech***

Chapter 8:

***Getting Evidence To Support Your Speech***

Chapter 9:

***Writing A Persuasive Speech Outline***

Chapter 10:

***Why Call To Action Is Important***

Wrapping Up

# Foreword

Creating a good speech is really all about using the right ingredients to ensure the overall outcome is acceptable and professionally done. There are a lot of elements that should ideally be included when designing a good speech. Get all the info you need here.



## ***Art Of Writing A Speech***

Picking Up The Speech Writing Skills As Easy As ABC

# Chapter 1:

## *Writing Speeches Is Not As Hard As You Thought*

---

### Synopsis

The following are some guidelines that can be used to ensure the best speech content and style is presented



## **Some Rules To Follow**

- Having a clear picture of the requirements of the speech content is very important, as it ensures the speech is designed around this feature. Deviating from this would result in content that is not connective to the issues intended and therefore render the speech inappropriate.
- The speech should also have three very clear sections, and this would include an introduction, a mid section and a conclusion. All three of these parts are very important and should hold a different significance to the entire theme. The introduction should ideally be designed around the idea of drawing the interest of the audience and holding it long enough to ensure an effective launch into the mid section. The mid section should be where the actual information on the topic discussed is actually presented. This is then followed by the conclusion which should be designed to have enthralled the audience so much that they would now be eager to consider follow up actions.
- During the course of creating the speech, there are also elements that should be considered and omitted, and these would include the repetition of points, as this would end up giving the audience the impression that there is really no other substance to the speech and bore them, the use of jargon which is really not understood by the majority of the audience and here again causing boredom and even irritation and the delivery that is not forceful and too soft to be audible enough for the audience.

# Chapter 2:

## *Your Goals Of Delivering The Speech*

---

### Synopsis

Having clearly set goals for the deliverance of the speech, will help the individual come up with the appropriate content and general tone and design for the speech. This is very important, as the audience can only be engaged if the material presented, is what they are looking forward to participating in.



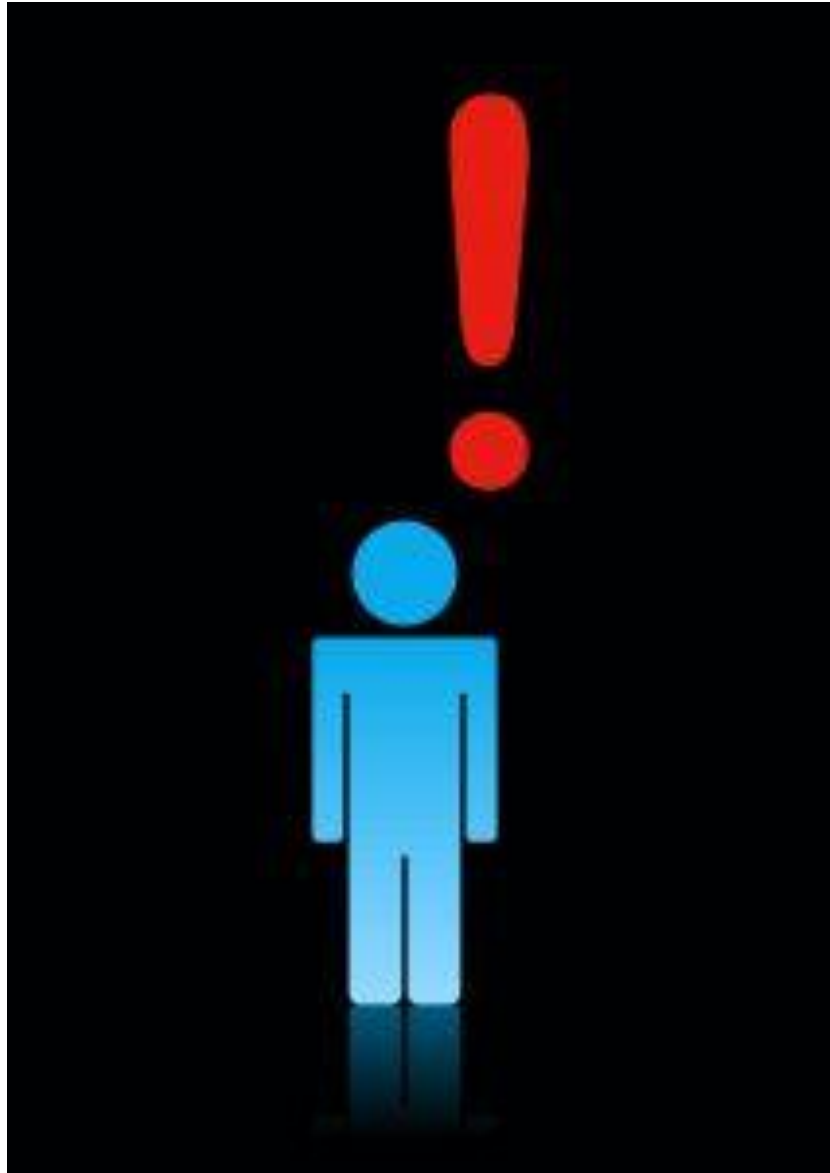
## **Create Some Goals**

Goals should be clearly outlined and followed as closely as possible to ensure the desired results are reached. The following are some of the areas that the goals should clearly cover to ensure the speech is effectively delivered:

- The main idea of giving a speech is to inform or share with others, a particular piece of information. When the speech is properly designed, this information can be imparted effectively, thus successfully getting the intended message across to the target audience. The success of this part of the speech is usually measured by the level of information the audience manages to understand, retain and apply.
- The other main goal of creating an effective speech should be to ensure the target audience is completely convinced of what is being presented. The content should be designed around creating the solid information that would negate any form of distrust or lack of confidence in the product or service being touted. Convincing the audience to stay attentive and interested is an essential element that will contribute to the success of the speech.
- The goal should also include the element of persuasion, as this too has some bearing on the success of the speech. Persuading the audience to make a commitment towards whatever the speech is designed around is the final end goal that must be achieved. The



commitment will show that the speech has been successful in its delivery and content and therefore display the effectiveness of the entire endeavor.



# Chapter 3:

## *Understanding The Topic Thoroughly*

---

### Synopsis

When attempting to write a speech, it is very important for the individual to thoroughly understand the fundamentals of the intended topic. This is a very important element to ensure and it will eventually show up clearly if the presenter is really sure of his or her presentation.



## **Appear Knowledgeable**

The following are some points to consider when designing the speech and understanding the topic thoroughly:

- When giving a speech, most audiences are able to tell almost instantly if the presenter is totally convinced and sure about the topic being presented. The body language and tone of the presenter will act as a window to the mind of the individual. Therefore it is very important to connect with what is being presented in order to have the very important ingredient of being able to appear convincing.
- When there is thorough understanding, the speech content can then be designed effectively. There will be a high level of motivation included in the makeup, tone and content of the speech. The central idea of the speech will have all the right phrases and motivational lines that will cause the audience to be swept up in the excitement created. The choice of words will clearly show the level of understanding and convincing qualities that the presenter is sure of.
- Understanding the topic thoroughly will also give the individual a chance to include as many facts as possible in the design on the speech. There is nothing more convincing than hard facts to back up what is being presented. Being well versed with the topic will also allow the individual to field questions with ease and confidence, and this too will help to motivate the audience even further.

# Chapter 4:

## *Determine The Depth Of Your Research*

---

### Synopsis

If the individual is to be able to garner a high level of interest in the speech presented the content should ideally be designed around thoroughly researched material. This is to ensure the facts presented are irrefutable.



## **Be Worth An Audience**

When it comes to the area of research, time and effort should not be spare. The in depth research conducted, facilitates more information, which in turn provides platforms for comfortable challenges, as the presenter is confident in the material being presented. The detailed style of the information will also allow the speech content to be technically sound, thus providing the audience with the information well worth listening to.

Depending on the type of audience and their mental absorption capacities, the speech should also include data that can be presented to back up whatever is being claimed. Here too the depth of the research taken to provide such data should be done in a manner which will ensure the content derived is irrefutable. If the audience is technically based, then the information provided can also take on a similar form as the audience will be able to understand what is being presented and there will also be the possibility of being able to getting the audience to engage in both the material being presented and the style in which it is done.

Predetermining the extent of the research will also help the individual to identify the basic outline the speech is going to take. It also gives the individual time to plan the research exercise and the actual preparation of the speech itself. There are also the monetary implications to consider, as most research exercises are time and energy consuming thus incurring high costs.

# Chapter 5:

## *You Need To Know Your Audience*

---

### Synopsis

Designing content for an effective speech is no easy task, but with the availability of certain facts, anyone is usually able to come up with a fairly effective and content rich piece. The most important element to focus on, is the understanding of the target audience, as only then will the material be designed with content that engages the audience easily.

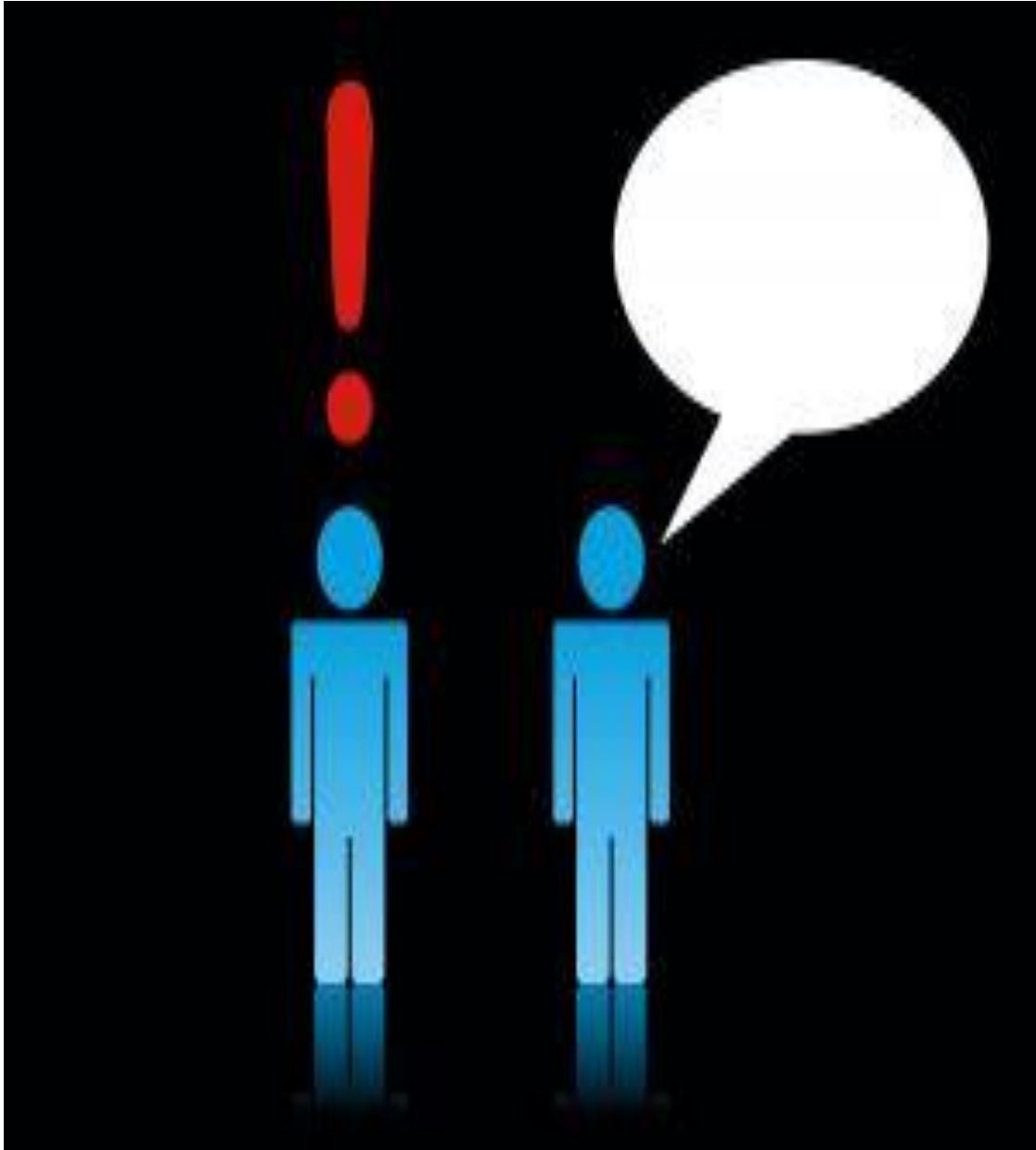


## **Getting It Together**

The following are some tips on how to know the audience the speech is designed to reach:

- Knowing a little about the audience the speech is eventually going to be presented to, will allow the individual to create content that can be easily accepted and understood by the audience. Using technical jargon on the speech content when addressing an audience which lack the knowledge of such jargon, will only cause the attention span of the audience to wane. It may also cause the audience to be bored and thus be a waste of time both for the presenter and the audience.
- Understanding the reasons behind the audience attending the event, will also help the individual design material that feeds this intention. Giving the audience what they seek, is a very important part of the exercise of understanding the audience. If the material is intended to get the audience to make a commitment, then the speech content should be inspiring and motivating to create the excitement in the audience to follow up positively.
- Engaging the audience with witty jokes or light banter, would be suitable if the general atmosphere around the event is meant to be laid back and casual. Using this same tactic when the event is of a serious not and even grave, would be very foolish indeed. Therefore

knowing beforehand something about the audience is very important to ensure any opening remakes are not done in bad taste.





# Chapter 6:

## *Dummies Way Of Researching On Your Speech Topics*

---

### Synopsis

With a little effort, almost anyone can research material for speech topics. All it takes is the actual topic in mind and some supporting material to help formulate the speech content.



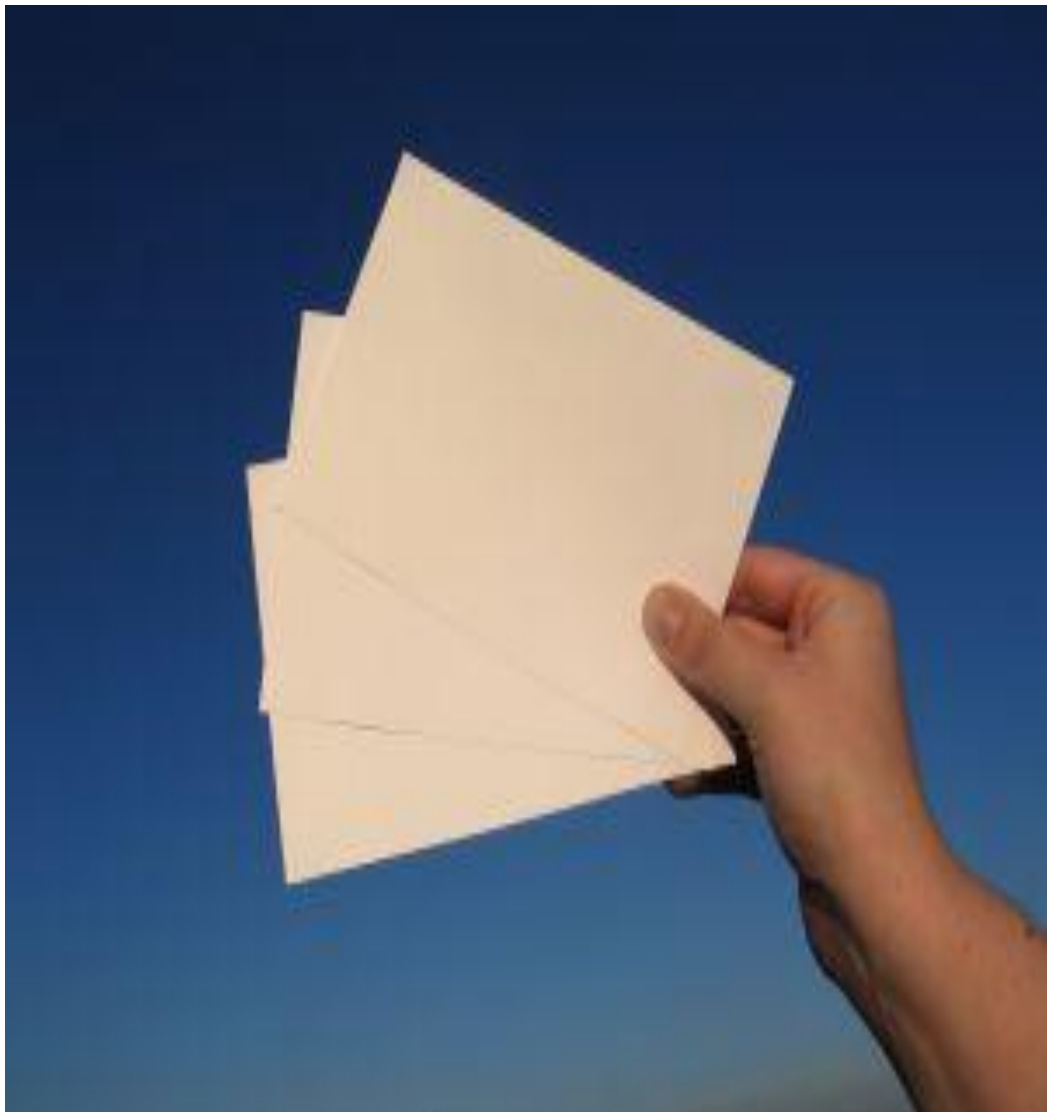
## **Methods Of Research**

The following are some ways of researching the material suitable for speech topics:

- The individual needs to be armed with index cards or a simple notepad, and head towards the nearest research centre such as a library. Then using the facilities there, the research exercise can then begin. The internet is an ideal source of varied information, and surfing the net to find topics that are currently very “hot” will provide the individual with not only a topic for the speech but also the possible content.
- Time is probably an important issue for the individual, therefore it may not be convenient to read everything. One way of skimming the material would be to look at the highlighted words or sentences to connect with the intended topic. If these seem to link with the topic, then reading the accompanying write up would be worthwhile, otherwise skip to another piece.
- When the suitable material is identified, the next step would be to note down in point form and ensure the material is accurate and concise. It would be helpful to keep only one point noted down on each notepad page or on each index card. When this is completed, the individual should have a suitable amount of information to facilitate an adequate speech. If need

be, additional fact can be sought to back up the information already sourced.

- If the individual is satisfied with the information sourced, then practicing the delivery of the entire speech should be tried to ensure the facts and content are presented in a smooth and flowing manner.



# Chapter 7:

## *Anatomy Of Your Speech*

---

### Synopsis

Being asked to give a speech is often a very intimidating act to perform and most people would try to shy away from this opportunity. However a confident individual would welcome such a privilege and try to make the best of it.



## **Grab The Audience**

Scientifically noted as being rather complex, for some it can certainly be so, while for others it becomes easier with practice. This rather delicate coordination between the brain, body and emotions can sometime get so overwhelming that it can cause the individual to panic, therefore certain elements need to be in place to ensure the possibility of this happening is limited. These would include having the appropriate supporting material available and the practice in its delivery to be well prepared.

The idea from the start to the finish of the speech should be to capture and hold the attention of the target audience, and in doing so the content would have made the desired effect, thus making the entire effort a success. Coming out strong and forceful, is one of the ways of jolting the audience into attention, and this is especially important, if the material is very technical and dry. Using the anatomy of the speech to gauge the attention span of the audience will also help the individual to either step up or tone down accordingly.

Ideally the anatomy of the entire speech should be based on the audience being able to immediately identify with the individual presenting the material. This should be evident throughout the presentation and even after, when the audience is engaged and interested enough to ask the relevant questions.

Being able to provide the relevant corresponding answers should also be part of the anatomy of the individual's speech research. Having all the possible angles covered is one way of being prepared throughout the entire exercise.



# Chapter 8:

## *Getting Evidence To Support Your Speech*

---

### Synopsis

Being prepared for anything is a very important element to consider when preparing the material for a speech. The individual should be able to anticipate anything and everything, as the listening audience may have their own agenda to put forth.



## **Back It Up**

Therefore it is very important to ensure the individual is well prepared and well equipped to answer any and all queries. Any points made during the speech, should be accompanied with the relevant information, which should be derived from reliable sources. Making the extra effort to source for information that covers both for and against the points being presented will allow the individual to tackle any viewpoints with respect and diplomacy while still being able to keep to the original points being presented.

It is important to be armed with various kinds of information on the chosen topic. This wholesome style of information will prove the depth of research performed by the individual, and thus create the platform for respecting the supporting views the speech content presents.

Using examples to support the view points depicted in the speech content, is also very important, as any examples, especially if they are formidable ones will further reinforce the points being made within the speech.

Very few people today are likely to just accept whatever is being presented and most would only be able to accept a particular view point if the supporting evidence is clear and proven. Any disproven evidence should not be included in the content of the speech as it will leave the presenter open to questions he or she is unable to



adequately address, thus causing them to be ridiculed and this is certainly not a good outcome when presenting a speech. Therefore having supporting and verified evidence clearly represented within the speech will show the credibility of the presenter and its content.



# Chapter 9:

## *Writing A Persuasive Speech Outline*

---

### Synopsis

Generally a speech outline is supposed to be a supporting element that helps to take out the anxiety features that often surround the speech writing process. The speech outline is designed to be persuasive in nature, whereby the audience is encouraged to accept the point of view being pushed for in the speech and then the final act of getting the audience to commit in some tangible way to the outcome of the speech.



## **Blocks**

Designing a persuasive speech outline will include the provisions for the framework in which the carefully chosen words and phrases are needed to provide the listener with an experience not to be forgotten. It should ideally be written to intrigue the listener enough to encourage them to close follow the presenter every word with anticipation and excitement.

The following are some of the ideas that should make up the basis of the persuasive speech style:

- A clear opening statement that is both attention grabbing and intriguing enough, to immediately keep the audience fixated and engrossed with total commitment should be the main aim.
- Creating a perceived personal link with the audience for the duration of the speech would be the next element to incorporate into the exercise of engaging the audience. This can come in the form of being able to share a common experience or a meaningful piece of information or really anything that will cause the audience to feel connected to the presenter and the speech content.
- Showing a certain level of being credible enough, to be in the position to make the claims that is part of the speech, should also be included in the delivery exercise.

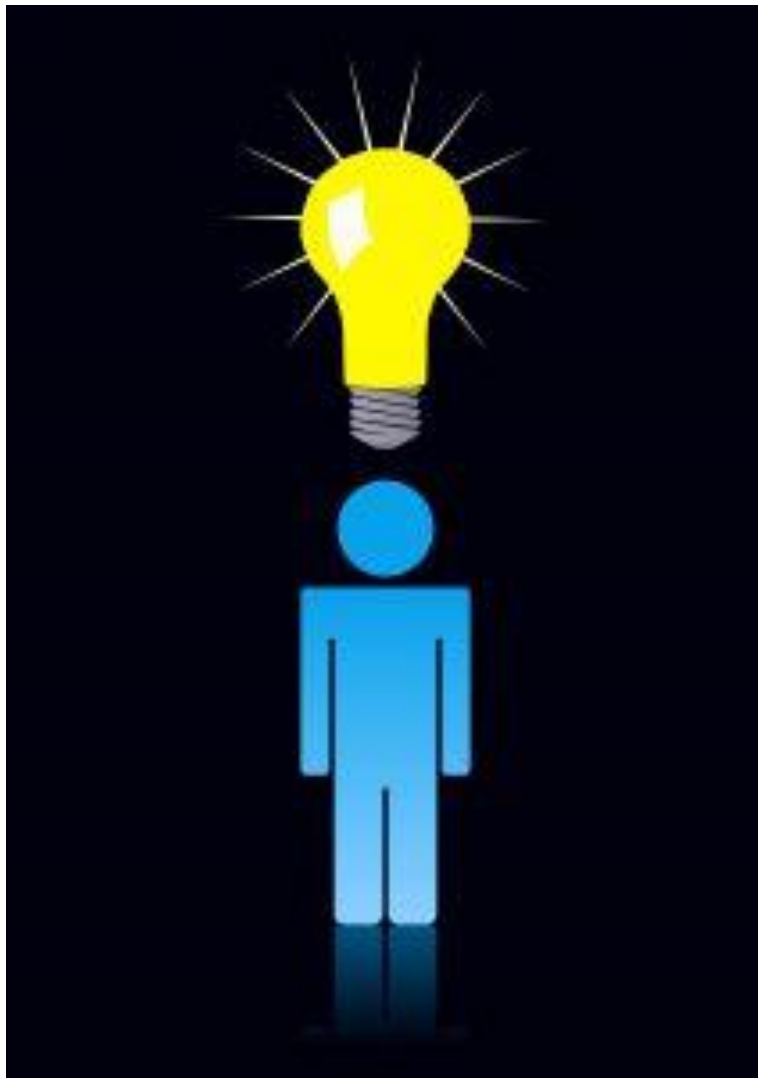
# Chapter 10:

## *Why Call To Action Is Important*

---

### Synopsis

Being able to deliver a good speech is very important but the follow up reaction to the speech will be the deciding factor on whether or not the speech has been effective or not in impacting the audience.



## **Call To Action Phase**

The following are some elements to encourage the call to action phase of the speech designing and delivering exercise:

- Laying the ground work to facilitate the connection after the speech has been delivered. If there is no platform for this connection, then the audience will have no recourse to explore should their interest be ignited.
- Most people respond well to any form of incentives, therefore by providing some little extra attractions, the target audience may be encouraged to explore the experience further and even commit firmly to the opportunity being presented. Incentives can take the form of discounts, goodies, competitions and any other encouraging elements that would entice the target audience's commitment.
- Providing the target with a few carefully selected options would be better than overwhelming them with a whole bunch of incentives that would eventually cause more confusion than commitment. Sometimes it is better to keep the focus on just a few well positioned options, as this would more likely ensure some level of participation and commitment from the target audience.

- Presenting the speech with a sense of urgency, will help to lock in the attention of the audience and encourage a commitment almost immediately. In not giving them a chance to mull over what is being presented, the speech should have the directness that induces them to participate at the first possible opportunity. Positioning is another important element when it comes to creating the call to action plan and ensuring its effectiveness. When designing the content for the speech, the element of ideal positioning is pivotal to its success.



# Wrapping Up

---

Presenting a speech can be a terrifying task for many individuals. There is no reason to be worried however. If you follow the simple steps this book has lined up for you and you take in the advice you have been given, you are sure to be giving awesome speeches in no time at all. Stop worrying, be confident and see results.

