

## Tips for writing a Winning Speech

### 1. Pick a subject

If you want to motivate people I think that's best done through emotion - therefore -

Pick a subject that you feel strongly about, that's a passionate belief and you feel is valuable.

### 2. Form the structure of the speech :

The basic start point for a 5-7 minutes speech is

- Start
- 3 Key points
- End

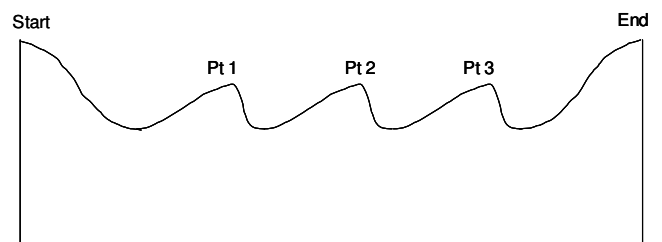
### 3. Start - Must have impact - preferably bold - can be unexpected.

Use tell/tell/tell but not in those words

### 4. End - Strong call for action - build up to the cliff edge - then push 'em over.

### 5. Write the three key points - they should be the stepping stones to your conclusion

### 6. For a longer speech you may want to pick a more complex structure, or a combination of the ones shown on the next sheet.



### 7. Choreograph your speech

it adds impact to the speech and it DOES look natural with practice

Vocal Variety: Write out and score and make sections.

Rise and fall - not in sentences but in sections.

Body Language

Add to the "score" and carry through in practice

(It's hard to remember words and movements on the night)

### 7. Add Humour - even though a serious speech humour can be vital - don't be afraid to use it.

### 8. PRACTICE

Read through /time/edit

a couple of practice runs

tape and listen - be critical with your self.

**Any Questions? – Ring Bob Ferguson on 0781 256 9360**