

HOW TO WRITE A SPEECH

Speech introduction

1. Interest

Introduce yourself confidently and clearly

2. Needs

Remind the audience the reasons for this speech

3. Routemap

State the main points, "Today I'm going to cover 4 main points"

4. Objectives

Clearly state the objective, "By the end of this speech, I would like to..."

Middle of the speech

Present your arguments and examples, data, illustrations backing up your key message.

The best way to build this section is to write down **three points** you are trying to convey in your speech, your main, secondary and tertiary points. Then write down three descriptions clarifying each of these points. The descriptions should be **simple, memorable** and **meaningful**.

The middle of your speech is where the audience start losing attention. Keep this in mind and ensure your message is clear. **Use images, jokes and rhetoric questions to keep the audience engaged.**

Don't overwhelm your audience with many points.

How to end a speech

Similar to the opening, your closing statements should be impactful, re-stating the key message of your speech. We advise learning your ending few lines word for word. The ending is an opportunity to:

- Leave the audience with a lasting impression of your speech
- Summarise the main points
- Provide further ideas and discussion points for the audience to take away with them
- Thank the audience for taking the time to listen

Methods to end your speech

Quotation Close – use a famous quote to get the audience's attention and create a link to your speech.

Direct Call to Action – A speech or presentation without a clear call to action is a speech or presentation that probably isn't worth giving. While it's not appropriate for every address, there is no clearer call to action than a direct one, such as:

"In order to guarantee that we save _____ tomorrow, we need to _____ today. If every person in this room leaves and immediately _____, I can guarantee that will result in _____ next year!"

Call-to-Question – it is often effective to end with a rhetorical question that captures the message and leaves the audience thinking—especially one that directly ties in your call to action:

"What choice will you make when you leave here today? Will you _____, or will you go about your normal routine?"

Example: Great speech opening

This speech opening is by Jamie Oliver, giving a TED talk on teaching every child about food.

Sadly, in the next 18 minutes when I do our chat, four Americans that are alive will be dead through the food that they eat.

My name's Jamie Oliver. I'm 34 years old. I'm from Essex in England and for the last seven years I've worked fairly tirelessly to save lives in my own way. I'm not a doctor; I'm a chef, I don't have expensive equipment or medicine. I use information, education.

I profoundly believe that the power of food has a primal place in our homes that binds us to the best bits of life. We have an awful, awful reality right now. America, you're at the top of your game. This is one of the most unhealthy countries in the world.

Examples of 2 great speeches

<https://virtualspeech.com/blog/literary-techniques-for-a-speech?ref=footer>

1. Martin Luther King - I Have A Dream
2. Winston Churchill – We shall fight on the beaches

Example: Great speech opening

This speech opening is by Jamie Oliver, giving a TED talk on teaching every child about food.

Sadly, in the next 18 minutes when I do our chat, four Americans that are alive will be dead through the food that they eat.

My name's Jamie Oliver. I'm 34 years old. I'm from Essex in England and for the last seven years I've worked fairly tirelessly to save lives in my own way. I'm not a doctor; I'm a chef, I don't have expensive equipment or medicine. I use information, education.

I profoundly believe that the power of food has a primal place in our homes that binds us to the best bits of life. We have an awful, awful reality right now. America, you're at the top of your game. This is one of the most unhealthy countries in the world.

Examples of 2 great speeches

<https://virtualspeech.com/blog/literary-techniques-for-a-speech?ref=footer>

1. Martin Luther King - I Have A Dream
2. Winston Churchill – We shall fight on the beaches