

Tips for Writing a Great Speech

Before you start writing, here are four key questions that can help you create an outstanding keynote. You can use them as your guide for the writing your draft. If you answer these questions *before* you start to write, you'll streamline your efforts and produce a cohesive, organized presentation. Plus, you'll save time!

1. What's the Purpose of Your Presentation?

Why have you been invited to this presentation?
Are you there to inform, entertain or persuade?
What do the event organizers and audience members expect?
What information are you required to cover?

2. Who is Your Audience?

Who will be in your audience? (Age/Occupation/Gender/Education Level)
How many people will be there?
What are they expecting from you?
How much knowledge do they have of the topic you are talking about?
If you are trying to persuade them, what are the possible objections you will face?
If you are trying to inform them, what difficulties will they have in understanding?
Can you interview any audience members in order to include their stories in your presentation?

3. What is Your Key Message?

What is the one single message that you want them to remember and act upon?

4. What are Your 3 Main Points?

What are the main points that express/define/explain/illustrate your key message?
What stories can you tell that will help you emphasize your message?
What quotes can you use?
What statistics will help you back up your core message?
What analogies/metaphors/similes can you use to make your message easier to remember?

***By answering the four questions above, you set yourself up for success.
Your answers are the foundations of a great speech.***

If you would like help developing a keynote, let's have a conversation!