

# How to write a speech



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# A lot of fun to prepare / deliver a speech: Like planning/enjoying a summer fun activity

## □ Six Flags



## □ Hawaiian Falls Waterpark



## □

Per[]t

Museum of Nature and Science

## Let's play a fun game:

- Your cousin visits Dallas
- Can only stay one day
- Has been neither of the three

## YOU

1. Need to pick a fun place
2. Persuade him your pick is the best
3. Plan the tour and make sure he has fun
4. After the tour, check whether he likes it

# The best speakers take their audience on a journey



... just make sure it's somewhere your audience want to go!

# Think of your speech as taking your audience on a journey

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## Fun Activity

1. Pick a fun activity
2. Prepare your expedition
3. Show them sights on the way
4. Enhance the feeling

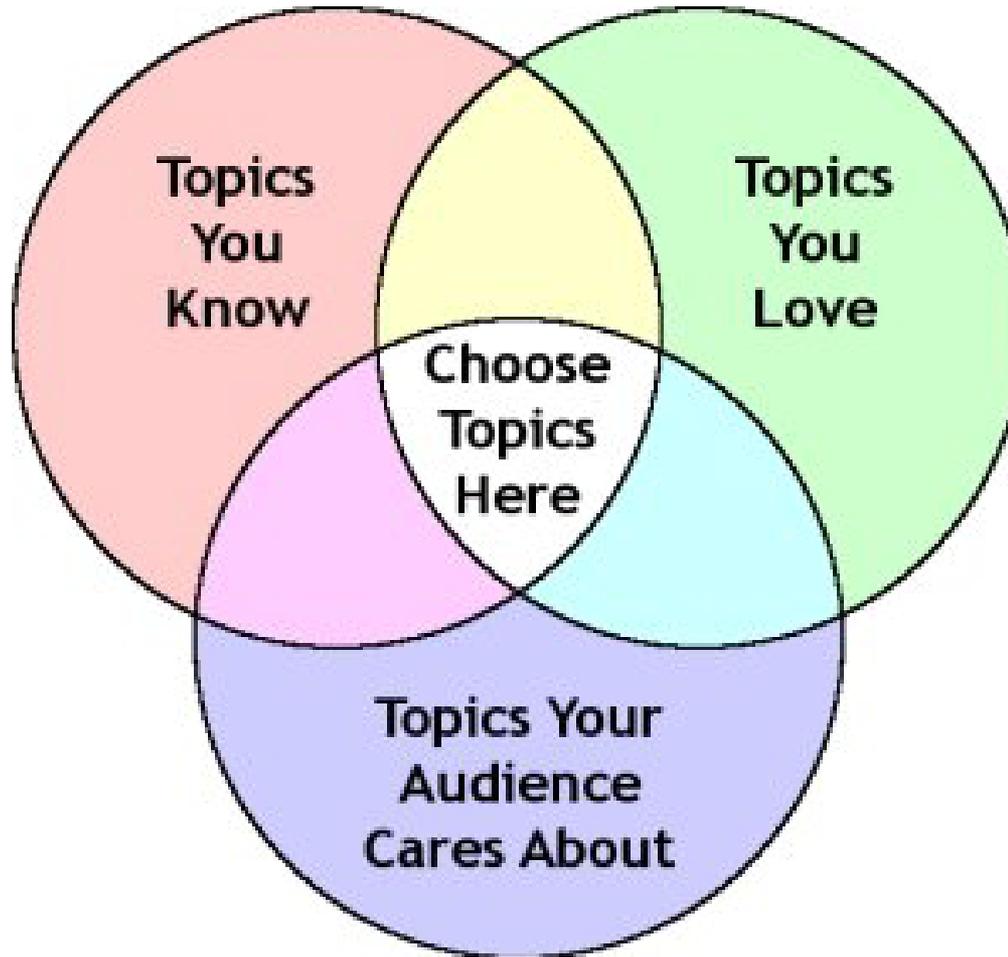
vs.

## Speech

1. Pick a speech **topic**
2. Speech **introduction**
3. Speech **body**
4. **Conclusion**

**Pick a speech topic**  
**: Pick one fun activity**

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# Pick a speech topic

## : A wide selection of topics

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<b>FAMOUS PEOPLE</b>	<b>SPORT</b>	<b>TRAVEL / TRANSPORT</b>	<b>SCIENCE</b>
<ul style="list-style-type: none"><li>❑ Explorers</li><li>❑ Musicians</li><li>❑ Athletes</li><li>❑ Fathers</li><li>❑ Liars</li><li>❑ Mothers</li></ul>	<ul style="list-style-type: none"><li>❑ Snorkeling</li><li>❑ Table Tennis</li><li>❑ Chess</li><li>❑ Volleyball</li><li>❑ Tennis</li><li>❑ Camping</li><li>❑ Water-ski</li><li>❑ Soccer</li><li>❑ Gymnastics</li><li>❑ Figure Skating</li><li>❑ American Football</li><li>❑ Skydiving</li><li>❑ Hockey</li></ul>	<ul style="list-style-type: none"><li>❑ Camels</li><li>❑ elephants</li><li>❑ balloons</li><li>❑ Countries</li><li>❑ Space travel</li><li>❑ Hiking</li><li>❑ Taxis</li><li>❑ Road Accidents</li><li>❑ Bikes versus cars</li><li>❑ Surfing</li><li>❑ Boating</li></ul>	<ul style="list-style-type: none"><li>❑ Solar system</li><li>❑ Universe</li><li>❑ Astronomy</li><li>❑ Volcanoes</li><li>❑ Tidal waves</li><li>❑ Earth quakes</li><li>❑ Magnetism</li><li>❑ Nuclear energy</li><li>❑ Caving</li><li>❑ Marine World</li><li>❑ Climate Change</li></ul>

# Pick a speech topic

## :Topic examples

1. My favorite restaurant
2. The Year of the \_\_\_\_\_
3. My favorite world capital city
4. If I were president...
5. My next vacation...
6. The 8th Wonder of the World...
7. FEAR: False Evidence Appearing Real?
8. The meaning of life
9. My favorite mode of transportation
10. There ought to be a law...
11. Who's Man's best friend?
12. A recent book that moved you
13. How you are (un)like your parents?
14. The biggest impact on your life?
15. The soundtrack of your life
16. Who inspires you?
17. Your favorite sport and why
18. A birthday to remember
19. An art form I appreciate
20. A historical event that interests me
21. The Power of One
22. The history of my hometown
23. The one that got away
24. Golf. A good walk spoiled?
25. Gender differences
26. Generational differences
27. My favorite planet
28. If I reincarnated as an animal...
29. A day in my life I'll never forget
30. What matters most
31. Abacus, slide rule, calculator...what's next?
32. The origins of a lesser known holiday
33. Punctuation: useful or overrated?
34. Boxers, Briefs, Bikinis, Daisy Dukes
35. Who is famous for being famous?
36. The best TV show ever
37. My favorite year
38. An idea whose time has come
39. Ranked-Choice Voting
40. Gun Control

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# Speech introduction

## : Prepare your expedition

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- ❑ The opening should be brief, no more than three sentences.
- ❑ The opening's function is to grab the audience's attention so they will want to hear more.
- ❑ It should arouse interest and suggest the speech's theme.

# Boring Opening

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- ❑ Thank you so much, it's a pleasure to be here
- ❑ I'm sorry, this isn't going to take very long
- ❑ Good morning, my name is XXX and my topic is XXX
- ❑ I am XXX and 2<sup>nd</sup> grade in XXX school

# All of these speech beginnings get the audience connected and ready to listen

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- **Provocative question** -
  - “How do you explain why some people are able to achieve things that seem impossible?”
- **An amazing or shocking fact** –
  - “Sadly, in the next 18 minutes when I do our chat, four Americans that are alive will be dead from the food that they eat.”
- **A joke** –
  - Okay, now I don’t want to alarm anybody in this room, but it’s just come to my attention that the person to your right is a liar.
- **By evoking an image** -
  - “Imagine a big explosion as you climb through 3,000 ft. Imagine a plane full of smoke. Imagine an engine going clack, clack, clack, clack, clack, clack, clack. It sounds scary. Well I had a unique seat that day. I was sitting in 1D.”
- **Quotation** –
  - “The journey of a thousand miles begins with one step” – Lao Tzu

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# Speech body/content

:Show them sights on the way

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**Without a good structure**, your speech will be like a gingerbread house with no icing to hold it together: **just a collection of pieces that nobody can make sense of**



# Three Stories Structure

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- Attention grabbing opening which introduces the topic and core message
- **Body**
  - Tell story #1.
    - Make point #1.
  - Tell story #2.
    - Make point #2.
  - Tell story #3.
    - Make point #3.
- Memorable conclusion which ties together all three stories to support the core message.

# Three Main Points Structure

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- Introduction — Establish topic and core message; list supporting points
- **Body**
  - Supporting Point One
  - Supporting Point Two
  - Supporting Point Three
- Conclusion — Recap main points; summarize core message; call-to-action

# Pros, Cons, Recommendation

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- Introduction – Brief setup of problem and proposal
- **Body**
  - Pros – What are the benefits of this proposal?
  - Cons – What are the drawbacks of this proposal?
  - Recommendation – Why do the pros outweigh the cons?
- Conclusion – Restate the pros and repeat the recommendation

# Tell them what you're going to say, Say it, Tell them what you said

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- Tell them what you're going to say (Introduction)
- Say it (**Body**)
- Tell them what you said (Conclusion)

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## Conclusion: Launching fireworks in your audience mind

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- **“Instead of firing off a perfunctory ‘thank you,’ consider launching fireworks of final passionate thoughts from the podium.”**
- *-- Peter Jeff*



# Conclusion examples

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- #1 – Bookend Close
  - For a bookend speech closing, **refer back to your opening** anecdote or quote and say, “We have arrived, now, where we began.”
- #2 – Challenge Close
  - Challenge your audience to **apply what you have told them** in the speech.
  - “Let’s turn from spectators into participants. Let’s recall the inspiring words of U.S. President Theodore Roosevelt who said:

# Conclusion examples

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## □ #3 – Echo Close

- **Focus on one word** in a quotation and emphasize that word to echo your final point.
- “More than 450 years before the birth of Christ, Confucius said: ‘What I hear, I forget; what I see, I remember; what I **do**, I understand.’
- Let’s **do** it together. We’ve heard what we have to **do**. We’ve seen what we need to **do**. Now is the time to **do** it, and, together, we can **do** it.”

## Conclusion examples

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- #4 – Sing Song Close
- **Ask the audience** to repeat a phrase that you used several times in your speech.
- Let say your phrase is: “Together, we can win.” You repeat that phrase over and over again. Then just before your close, you say: “I know that all of you are talented, all of you are driven. I know that none of us can do this alone, but (pause) Together (pause) we can (pause until the audience responds.)”

# Conclusion examples

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## □ #5 – Quotation Close

- Use a famous quotation to harness the audience's attention, much like turning on a spotlight.
- Nothing is impossible, the word itself says 'I'm possible'!  
Audrey Hepburn

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