



## Writing a Speech

### Speech Outline

1. Introduction *Tell them what you are going to tell them.*
2. Body *Tell them.*
  - a. Main ideas or points
  - b. Supporting material
3. Conclusion *Tell them what you've told them.*

### Begin in the Middle

- List key points
  - Main idea in one simple sentences
  - 3-5 statements to support idea
- Arrange them in order
  - Logical and sequential manner that relates to central idea
- Expand upon these ideas
  - Examples
  - Anecdotes
  - Statistics
  - Research
  - Quotations
  - Personal stories

### Develop an introduction

- Audience wants you to succeed, but attention spans are short therefore the first 120 seconds needs to grab their attention.
- Be the expert on your topic.
- Use a strong example, quote, statistic or question to “wake them up”.
- To keep their interest, give them a brief outline of what you are going to talk about.

### Develop a conclusion

- Review your key points (summarize), make a call to action and sum up what you just said. Resist the temptation to add any more information or last minute ideas.
- Revisit your introduction to be sure to tie up any loose ends.