

Writing for Public Speaking



Several points that will help you write good presentations follow.

- **Choose a topic.** When preparing any good speech, the first important step is to pick a topic you're comfortable with. If you're familiar with and excited about the topic, your speech will be more interesting for the audience to listen to and easier for you to present.

- **Consider your audience.** The next step is to consider your audience, how you'll present your material and how much depth or detail will be necessary. Targeting your message to your audience increases the likelihood that your speech will be a success. If you know something about your audience, you'll be better able to plan a talk that speaks directly to them. For example, consider how a presentation for a group of 8-year-olds would differ from the same topic presented to a group of adult volunteers.

- **Develop an outline.** Keep in mind the three basic outline parts: introduction, discussion and conclusion.

Developing an outline first will save you work and frustration later on.

- **Remember the high points.** Write down certain phrases or points that you don't want to forget.

- **Use the introduction to grab attention.** The introduction should grab your audience's attention and set the stage for your presentation. Choose a quote, a joke, a challenging question or something surprising to get the audience interested. The introduction should also outline important parts of your speech and tell your listeners what you'll be talking about. You may want to include some information about yourself, too.

- **Be logical and thorough.** Present your material in a logical order and be sure to cover the areas you outlined in your introduction. Again, tailor your talk to fit the age and interests of your audience.

- **Get personal.** Use personal examples, illustrations and stories in your talk.

- **Summarize your speech.** The conclusion summarizes the speech. It should stress the most important parts of the speech and tie everything together.

Follow these tips to present your written ideas in the most effective way.

- **"Tell 'em what you're gonna say."** Remember, in the introduction you tell the audience what you're going to say, in the body you say it and in the conclusion you tell the audience what you said.

- **Follow your notes or an outline.** Don't be afraid to use your notes or outline during your talk. However, be sure the print is large enough to refer to at a glance. This will help you stay on track and make your presentation flow. Losing your place in your notes distracts you and the audience.

- **Avoid memorizing.** When you're truly familiar with your topic, memorizing your speech is unnecessary. Thoroughly prepared speakers learn their outlines, then relate the major points and supporting information when delivering the speech. Working from a written outline without memorizing the entire speech will give you more flexibility if something unexpected happens.

