

**“How To Write A Speech For Any
Occasion That Captivates Your
Audience And Then Stand Up
And Make Your Speech With
Zero Stress”**

***Public Speaking And Speech Writing Is Easy If
You Follow The Simple Techniques Outlined In
This Book***

Written By David Lowe

**© Copyright 2008
1st Edition – January 2008**

To Claire and Edward – my inspiration.

Contents

<u>CONTENTS.....</u>	<u>3</u>
<u>WHAT IS THIS BOOK ABOUT?</u>	<u>4</u>
<u>HOW WILL THIS BOOK HELP YOU?</u>	<u>5</u>
<u>HOW TO USE THIS BOOK</u>	<u>5</u>
<u>THE DIFFERENCES BETWEEN A GOOD SPEECH AND A BAD SPEECH...6</u>	
<u>HOW TO WRITE A SPEECH FOR ANY OCCASION THAT CAPTIVATES YOUR AUDIENCE</u>	<u>8</u>
<u>THE FOUR SUCCESS KEYS FOR THE PERFECT SPEECH</u>	<u>8</u>

What Is This Book About?

When I was 20, I started my first job at a large electronics company. I was young and naïve. I was keen, but lacked experience.

One of the tasks in my job was to make presentations to the sales team – over 100 people.

I remember the first one as if it was yesterday.

I was so nervous. I mumbled, I stuttered, I lost direction – it was a terrible experience.

Afterwards I sat down and was on the verge of tears. I really wanted to do well and I felt I had failed.

Since that first presentation, I have made over 250 sales presentations in the 7 years I was at that company and I have made over 1000 speeches and presentations in my working life.

Along the way, I have witnessed every possible type of speech and presentation and been on the receiving end of good ones, bad ones and catastrophic ones.

Like my first presentation, I realised that many people had a fear of making speeches. I wanted to try and help so in 2004, I set up a web site called:

[Public Speaking Advice](http://www.public-speaking-advice.com) (www.public-speaking-advice.com)

This web site contains over 100 pages of information on writing and making speeches. It's a free resource and currently attracts over 10,000 distinct visitors every month.

The feedback has been very positive and many people have gone on to make exceptional speeches using the tips, techniques and information on this web site.

It then set me thinking that I should take the core information from the web site, add more examples, make it easy to implement and create a book.

That's what this book is all about. It's everything you'll need to know to write speeches that captivate your audience and then stand up and make these speeches with zero stress.

How Will This Book Help You?

This book will help you in two ways:

- 1) To write speeches for any occasion that captivate your audience.
- 2) To make speeches professionally and with zero stress

Two very simple objectives, however they will make a massive difference to you.

If you've purchased this book in advance of writing or making a speech then you've taken the first step to make your task easier.

You see this book contains everything in a step-by-step process to eliminate stress and focus entirely on your success.

How To Use This Book

This book is designed to be followed as a step-by-step guide.

The best way to get the most out of the book is to read it through once to get an overall understanding of the subject and then read it again in the context of your needs.

During the second read through, you should begin to make notes and follow the steps outlined.

This will ensure that you get the most out of this book and that it gives you back the most benefit.

Right, let's get cracking...

The Differences Between A Good Speech And A Bad Speech

Before you understand the keys to writing and making a good speech, you should know what makes a bad speech.

Here are two lists of common problems:

6 Common Problems When Writing A Speech

- 1) The speech is inappropriate to the event.
- 2) The speech does not flow.
- 3) The speech is too long or too short.
- 4) The speech is offensive.
- 5) The speech is repetitive.
- 6) The speech is pitched at the wrong level.

6 Common Problems When Making A Speech

- 1) The person making the speech mumbles.
- 2) The person making the speech is too quiet.
- 3) The person making the speech does not keep to time.
- 4) The person making the speech fumbles over the words.
- 5) The person making the speech repeats words, sentences or paragraphs.
- 6) The person making the speech stutters or freezes completely.

I have witnessed all of these problems first hand and can testify that they are major problems that need to be overcome to ensure success.

Real Life Example

Several years ago, my wife and I attended a friend's wedding. Everything went to plan - until the speeches. The father of the bride stood up and made a very moving speech dedicated to his daughter. However, at the end of the speech, he said 'These are my kind words, would anyone else like an opportunity to speak?'

At this point, several people put their hands up and were given the chance to say something. As the speeches took place after the meal, plenty of wine had flowed and one after the other, people began to speak. It was a disaster. Words were slurred and the content of the speeches became more and more inappropriate. After 25 minutes, the father of the bride managed to interrupt and order was restored.

Sadly, his moving speech had been forgotten...

Bad speeches are really easy to write and make. They come naturally to most people.

The skill is to go against instinct and follow the step-by-step process in this book. When you do, you'll be able to easily write speeches and make them with zero stress.

How To Write A Speech For Any Occasion That Captivates Your Audience

A Step-by-Step Process Designed To Make It Easy To Write Speeches

You may view the writing of a speech as a daunting prospect. It may seem like a task beyond your ability – but it isn't.

Writing speeches is often viewed as an 'art' or a 'gift' and therefore only available to a select few.

Nothing could be further from the truth.

Once you know the steps required to write your speech, you'll be able to do it with ease.

Important!

Writing a speech requires several hours of work. It is not a two-minute process. You must allow time to do the job properly. If you don't, the quality of your speech will be reduced. In my experience, trying to rush the speech writing is one of the short cuts that you should never make.

The Four Success Keys For The Perfect Speech

There are four success keys to create a speech that:

- 1) Is suitable for your audience.
- 2) Is the right length for the time slot.
- 3) Flows and reads well.
- 4) Is not offensive.
- 5) Is not repetitive.
- 6) Is pitched at the right level.

 **Speech Success Key 1**
Decide On The Type Of Speech

It is very important to determine the type of speech you are going to be writing.

It may sound obvious, but it is important because it sets the overall framework for the speech.

Here are the four main speech types together with their frameworks:

Wedding, Birthday, Anniversary And Retirement Speech

Informal, emotional, humour, celebration, anecdotes

Sales Presentation And Business Speech

Formal, factual, in-depth, accurate

Acceptance Speech

Thank you, humour, relaxed

Funeral Speech

Serious, emotional, respect, praise, truth

The framework words are there to guide your thinking and to cross check that your speech fits the framework.

Action Point!

Turn to Bonus Product 1 at the back of this book. These pages are printed versions of each framework. Select the framework for the speech type you require. You can either print the appropriate page out or you can download it by following the instructions given in Bonus Product 4.

Tick here when you have completed this action point.

To purchase the FULL ebook, please go to:

<http://www.stress-free-speeches.com>

Thank you.