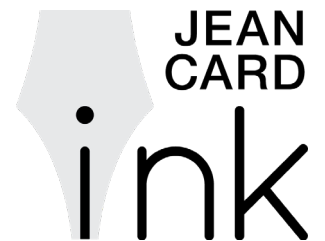
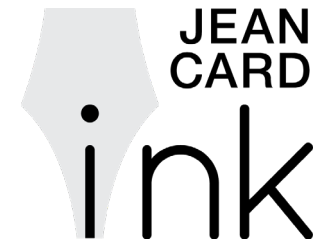


Speechwriting 101



About Me

- Education
- Associations
- Government
- Consulting
- Commentator
- Podcaster: Bipodisan



@JeanCard

About You & Writing

A. I like to write.

B. Writing is scary.

C. I used to like to write, then I started my current job.

About You & Speechwriting

- A. I write speeches for my boss.
- B. I write speeches for myself.
- C. I write speeches for multiple principals.
- D. I really want to write speeches; why won't anyone let me?

Structure

- Tell 'em what you are going to tell 'em.
- Tell 'em.
- Tell 'em what you told 'em.

Before You Begin

Determining Overall Message and Purpose

- Why is this speech being given?
- Inform or persuade?
- Entertain or survive?
- Who is the audience?
- Who is the principal?

What's Inside?

Three Parts

- The beginning – start STRONG.
- The middle – don't pad.
- The end – close STRONG.

Starting Strong

- Engage the audience with interest or connection.
- Quotes, jokes, anecdotes.
- Simple language.
- What will make your principal feel confident?

The Middle

- This is the key time to remember:
No one wants to hear a long speech.
- The spoken word is the HD version of writing.
- Facts, figures and stories support points – they don't make points.
 - *As with any potent spice, use these ingredients sparingly!*

Closing Strong

- People remember the close.
- Quotes (books vs. brainyquote), anecdotes, jokes work well.
- Strong, clear language – declarative, staccato.
- Tie it to the opening with a bow.

What About Rhetorical Devices?

- Careful; don't overdo it!
- Repetition
- Alliteration
- Lists of 3
- Variety in punctuation
- Less formal; conversational

The Two Most Important Things

- Remember your **audience**.
- Be true to your **principal** – interview them and take detailed notes to prepare for the writing part!

Supporting the Boss

- Unless you are at the podium, it's not about you.
- Listen.
- Listen again.
- Listen some more.
- Read it out loud before turning in a draft!!!

A Note on Formality

- We live in an informal world.
 - That said, some of us have very formal bosses/clients!
- A full script can make things too formal.
 - That said, some people require the support of a script.
- Remind them that COVID changed things: shorter is more important than ever and scripts can be more awkward than ever.

Your Turn

Q & A

Thank You!