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The Secret to Writing a Captivating Speech for Any Occasion

By Sir Jon Weaver

'The Secret to Writing a Captivating Speech for Any Occasion' by Sir Jon Weaver

You're going to write a speech. And you're scared to death. Sure, I know you're not afraid of the speechmaking. Spouting it out is comparatively easy; in fact, it may be fun. But writing—ah! That is another story.

At the start let's write this speech to Joe. We'll pick out a typical Joe from your audience, a fellow who is a fairly good composite of the group. Then we'll write our speech directly to Joe.

How do you think of the group to whom you're going to talk? Perhaps you think of them as gentlemen and scholars. Again as brothers. Or maybe more familiarly as "you guys" or "you lugs." But no matter how you have them pegged, there is one Joe among them who is a cross section of all of them.

Let's put the words down on paper just as you would speak them to Joe. Write the word "Joe" up there at the start of the first paragraph, put a comma behind it, and write:

Joe, as I stand up here on the platform tonight I can think of the time a few years ago when I met you in Kansas City. Remember, Joe? It was in that little restaurant with the blonde waitress. I still remember, Joe, what you said that night.

Would Joe and a group of Joes listen to a story like that? You know they would. And whenever you start off so closely to this Joe's thoughts and interests, you are certain to get attention. Once I heard a speaker start a talk to a group of his dealers with, "Gentlemen and Chiselers." He smiled when he said it, of course, but the crowd roared. He was talking right down their alley. And all through the talk you could see that this man had thought of the Joes out in front of him when he was writing it to the one Joe who was a composite of the group. He wrote it just as he would talk to that Joe face to face. His talk was on the beam every minute.

Writing to Joe, you keep your talk on a conversational level. Sit him across the desk and talk to him as you write. You can't go high-hat on a guy across the desk. You won't get up in the blue sky, over his head, if you imagine he is right there talking to you, asking a question now and then. Putting in an

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argument occasionally. Adding a thought or two. No, you'll keep down to earth where your talk belongs.

This goes for any kind of audience. All groups are made up of Joes. You may be talking to bankers, lawyers, merchant chiefs, rich men, poor men, beggar men, or thieves. But in each group there is an average Joe. Pick out that individual and write your speech to him.

By simply following this one piece of advice, you will be on the road to writing conquering your writers block, shoving nervousness aside and end up writing a great, audience captivating speech!

Discover how to write audience captivating speeches with this FREE step-by-step guide. FREE information and articles on every aspect of great Speechwriting for every occasion! It's FREE – Click here:

<http://www.SpeechwritingRevealed.com>

Three Easy Steps To Be Good In Public Speaking

By David Idle

Throughout the history of human civilization, people have been expressing their confidence and strength, not only by force, but also by the noble art of public speaking.

The orators of ancient Greece were highly respected and valued in the community. Likewise, today's world leaders are admired and esteemed when they have the power to address the public with poise and conviction.

Such a high regard for public speaking makes the average person cringe at the idea of talking in front of an audience no matter how big or small the size.

Whether giving a toast at a wedding or delivering a speech to a large assembly, most people make a big deal about public speaking and try to avoid it as much as possible. But public speaking should not cause such a big fuss. Challenging as it may be, public speaking can be done with a few simple guidelines.

Before Making The Speech: Preparation

Like any other endeavor, public speaking requires careful preparation to be successful. Many people would dream of having those "inspired" spontaneous speeches seen in movies; however, such scenes rarely happen in real life.

To have at least a decent speech, one should plan well. Even the world's most famous leaders prepare for public addresses, and most even have teams to work on those plans.

Well, even if one does not have a speech preparation committee one can prepare for public speaking.

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First, one should know for what the occasion the speech is for. The Gettysburg address would definitely not be appropriate for a wedding; thus, a speech has to fit the event where it will be delivered to.

Second, one should examine the audience who will witness the speech. An assembly of academics would not take a perky speaker seriously; one should choose a suitable public speaking style based on the audience.

Third, one should ponder what is being expected in the speech. A farmer's association would usually not be interested on a speech about the intricacies of beadwork; one should carefully study the subject matter to be tackled in public speaking.

Making The Speech: Writing

Again, dazzling spontaneous speeches rarely happen in real life. Most good speeches have been written before their delivery. While most noted public figures have speech-writing committees, one can make a good speech even without the help of a team of ghostwriters.

When writing for public speaking, one should carefully organize the contents of the speech. It usually

pays well to begin with a very strong introduction. It is important to catch the audience's attention early to prevent them from being bored easily. Next, the body should be purposeful.

The contents of the speech should relate well and support each other. It is not good to digress too much; though at times some deviations help attract attention when boredom arises. Lastly, one should make a conclusion that sticks to the mind. No matter how stirring a speech is, it is useless if the people forget it the instant they leave the gathering. Conclusions should give a concise but memorable recap of the body.

The Actual Public Speaking: Delivery

A written speech would not be consummated without the actual public speaking itself. This is the part most people are afraid of; but when proper planning and writing is done well, the delivery should follow easily.

One must decide whether to speak from memory or to use notes. Beginners should benefit from a script or a guide, when one becomes more comfortable speaking in public, one can start relying from memory.

Reading directly from a script can be quite boring for the audience; thus, it is important to keep constant contact with them. Speaking from memory is quite impressive, but it can be difficult to avoid missing some parts of the speech. Speaking with notes can be a good compromise so long as one is able to expound on the points well. The choice of how to deliver the speech depends entirely on the speaker; thus, it is important for one to weigh the options carefully.

Learning More About Public Speaking

Several resources could help one do well in public speaking. Several books and articles about the topic have been published and they can well be accessed through the library or the bookstore.

Many companies offer public speaking training, and such services provide in-depth courses that could help one speak well in public. There are also several articles and courses available through the Internet, some of them are even posted for free.

Public speaking is challenging, but can be a very worthwhile skill. With the guide provided above, one should no longer be afraid to speak in public. To find out more just visit:

<http://www.perfect-public-speaking.com>



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