**Speech Writing Tips**

**Remember that you are writing a transcript of a speech that will be seen and heard – write it with this in mind…**

There isn’t one formula that will fit a speech-writing project, but the following tips will give you ideas on what you can do to ensure a cohesive and convincing result.

**Speech Writing Tip Number 1 — Create a Clear and Simple Message**

Before you begin your speech writing project, define your message and stick to it.  Don’t try to make too many points during your speech. Attempting to cover too much ground in a short time will dilute your message.

**Speech Writing Tip Number 2 – Know Your Audience and Write for Them**

The type of audience you’re addressing will determine what you say and how you say it. You will need to target their values and attitudes and knowledge to persuade them.

**Speech Writing Tip Number 3 — Write the Way You Usually Speak**

A speech should not be written like an article, essay or report. For example, most people use contractions (I’ll, we’ll, can’t, he’s, we’re, it’s) when they speak — so write your speech this way.  This applies to the types of terms you use. Instead of *however*, write *but*. In place of *therefor*e, write *so*.  It’s

**Speech Writing Tip Number 4 — Create Authority for Yourself**

Be sure to establish your authority to speak – credentials, discuss your research, experience, knowledge – this makes you persuasive because you are worth listening to.

**Speech Writing Tip Number 5 — Create A Connection with Your Audience**

Develop ways to connect with your audience. Direct appeals, rhetorical questions and inclusive pronouns are all effective ways to do this. Establishing commonalities is another way to connect.

**Speech Writing Tip Number 6 – Use Narrative/Anecdote to Make Your Point**

When you use stories to personalise your speech, you are conveying your message in an entertaining and memorable way.

 **Speech Writing Tip Number 7 – Use Quotations in Your Speech Writing to Support Your Ideas**

Including a few quotations from authorities and experts gives support to your message. By adding quotations you create authority for your message.

**Speech Writing Tip Number 8  – Use Audio-Visual support - Facts, Figures and Statistics**

A well-written speech will aim for a balance of emotion and logic. Using facts, figures and statistics from reputable sources will support your message with a logical foundation. Be careful not to overload your speech or presentation with too much information in a short time. Doing so will overwhelm the audience and lessen the effectiveness of your speech or presentation.

**Speech Writing Tip Number 9 — Use Humour**

Humour does not necessarily mean telling jokes. It’s best to use relevant humorous stories that you have experienced or heard. If you can’t think of any of these, use a humorous quote on the subject. For example, if you are speaking about computers and want to add some humour, you can Google “humorous computer quotes” and find many sites with funny quotes about computers that you can use when writing your speech.  Avoid humour that might be offensive to any listeners: “If in doubt, leave it out.”

**Speech Writing Tip Number 10 — End with a Strong Conclusion that Reinforces Your Message**

Your conclusion is when you make a final impact. When writing this, ask yourself, “What do I want my listeners to take away or do as a result of my speech?”  Write your conclusion based on your answer. Some speech writers even suggest writing the conclusion first because it sums up the message you want to deliver and will help you focus on the key message when writing the opening and body of the speech.

**Speech Writing Tip Number 11  — Edit Your Speech to Make it More Clear and Concise**

When speech writing, you will have to go through several drafts to improve your speech - cut out anything that doesn’t support your message. Read your speech aloud and rewrite sentences that might be ambiguous, too complex or difficult to articulate. Readability scales, such as Flesch-Reading Ease, can be a useful tool to simplify your speech writing.