



The Speech Clinic®



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Three simple steps to compose a speech. Do it backwards!

1. Decide which final message you wish to deliver to your audience.

You must always have a message for your audience. Something that makes people think or that calls upon action. If you don't have one, your speech becomes meaningless, unless it is for pure entertainment. But even the best comedians always have a message in their stand-up performances. It is the message at the end that the audience is supposed to remember. My recommendation, therefore, is to begin at the end. Begin with the final message and compose backwards. When you are clear about the message, the rest will become so much easier.

Example of message: We need to be prepared to sacrifice certain material benefits and, in stead, produce more children!

2. Describe the story that leads to your message.

Now ask yourself the question how you have arrived at your message. Why do you have that opinion? Why is it important to you to convince your audience of your opinion? Then compose convincing arguments and a story behind your message. This will be the body of your speech.

Example of body: Too few have to support too many, cause and effect, the age explosion etc.

3. Compose an introduction that matches the final message.

When you know where you are going and how to get there, it's time to go back and find a starting point. You should compose an opening that effectively catches audience attention right from the start. Open up with a statement, a metaphor, a quote, a rhetoric or direct question or similar that gives a hint about your final message. When later you arrive at your message, the audience gets an aha-experience. They tie the package together and can easier remember the content.

Example of opening: Is it right to abstain from getting children in order to maintain a high material standard of living?

And then, you give our speech in the order 3 – 2 – 1.

(More about speech outline in coming Speaking Tips).

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