

## 10 Tips for an Effective Speech

1. Be memorable
  - Choose a theme and build everything else around it: “I have a dream”
  - Metaphors, analogies, rhetorical questions, something unexpected
2. Have a structure
  - Audience wants to know where you are going and why
  - Set a purpose at the beginning and build everything around it
  - Drop anything that doesn’t support your case
3. Don’t waste your opening
  - Get your audience engaged early
  - Ask a question, tell a joke, a shocking statistic
4. Strike the right tone
  - Think about who your audience will be
  - What is your purpose? To entertain? To persuade?
5. Humanize yourself
  - Connect with your audience
  - Write like you’re having a conversation with a friend
  - Tell a story about yourself if it relates to your topic
6. Repeat yourself
  - Expect that people will drift off a little at some point
  - Repeat key words, phrases and themes throughout
  - Make them remember
7. Use transitions
  - Ensure your audience knows what’s important
  - Show connections between your points
  - “So here’s the lesson” shows movement from your arguments to the main message.
8. Include theatrics
  - Consider props, visuals, etc.
  - Be entertaining- voices, movements, etc. if it fits with the topic

9. End strong

- This is what your audience will remember most
- Repeat your biggest point, share a success story, a call to action
- Your ending should be what your audience talks about when they leave the room.

10. Keep it short

- Don't try to do too much
- Make your points and do it well
- This is their time not yours