

How to Write an Effective Speech



What makes a speech effective?

An effective speech is one that sticks with audience members after its delivery. They convince people to think about current issues and rally them to make a difference in their own lives and towards the bigger picture. Some things that make speeches notable are their delivery (a strong, confident voice), theatrics or audience participation, or the memorable quotes that can be taken out of the speech.

What is the goal of a speech?

The goal of a speech should always be for people to understand the point you are trying to make and to propose a way to make a difference.

How to prepare an effective speech

- Pick your core message
- Two objectives to speech writing
 - Making a good impression
 - Leaving your audience with two or three takeaway points
- Pick a format and stick to it
 - Examples:
 - Opening, body, and conclusion speech
 - A problem-solution speech
- Do not bounce around
 - Pick 2-3 main points to address
- Write the speech as you would talk
 - Try to imagine you're only speaking to one person
- Add in information that makes you personable and credible - but don't let it drag you down
 - A personal story/encounter
 - Facts
 - Statistics
 - Quotes
- Don't worry about writing things down the right way the first time – get everything on the page and revise later
- Write a takeaway line – summary that anyone could remember or “takeaway” from the speech
- Repeat key words and points

Executing your speech

- Know your audience
- Informal or formal? Jargon or proper English?
- Keep things engaging
- Write a knockout ending

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Tips:

- Leave each audience member contemplating what you said and how they can approach the problem
- Do not drag out the speech for too long
- Your speech should be between 3-5 minutes
- Practice out loud
- Practice in front of friends and family
- Record yourself and play it back
- Use simple words and short sentences
- Use words you can pronounce

