



SPEECH WRITING GUIDE

OUTLINE GUIDE ON HOW TO WRITE A SPEECH

- **1. Clear Structure**

Introduction: Start with a strong hook to engage your audience immediately. This could be a rhetorical question, a quote, a surprising fact, or an anecdote.

Body: Develop 3-4 key points logically. Each point should be explained thoroughly and supported with examples, facts, or anecdotes.

Conclusion: End with a powerful summary and a call to action, leaving the audience with something to think about.

- **2. Audience Awareness**

Adapt Tone and Language: The language and tone must be appropriate to the audience.

Use Inclusive Language: Using terms like 'we,' 'us,' and 'together' helps build a connection with the audience and makes them feel involved.

- **3. Engaging Content**

Hook: Start with an attention-grabber that will draw listeners in right away.

Personal Stories or Anecdotes: Adding personal touches or anecdotes makes your speech more relatable and engaging.

Relevant Facts and Statistics: Use facts or statistics to back up your arguments. This gives your speech credibility.

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- **4. Rhetorical Devices**

Repetition: Repeat key phrases to reinforce your message.

Rule of Three: Grouping things in threes (e.g., 'We need courage, strength, and hope') adds rhythm and impact to your speech.

Rhetorical Questions: Ask questions to engage the audience and make them think about your topic.

Imagery and Metaphors: Use vivid imagery or metaphors to make abstract concepts easier to understand and more impactful.

- **5. Clarity and Simplicity**

- Use clear, concise language that everyone can understand.
- Make each point easy to follow, and use transitions between sections to maintain the flow of your argument.

ELEMENTS OF EFFECTIVE SPEECH WRITING

6. Effective Use of Language

Expressive Language: Use powerful, evocative words to keep the audience emotionally engaged.

Variety of Sentence Structure: Mix short and long sentences to keep the audience's attention and emphasize important points.

7. Persuasion Techniques

Ethos (Credibility): Establish credibility by showing why the audience should trust you on this topic.

Pathos (Emotion): Appeal to the emotions of the audience.

Logos (Logic): Present logical arguments, supported by evidence, to make your case convincing.

ELEMENTS OF EFFECTIVE SPEECH WRITING

8. Engaging Delivery

Eye Contact: Maintain eye contact to establish a connection with your audience.

Body Language: Use appropriate gestures to emphasize points and show enthusiasm.

Vocal Variety: Change your pitch, pace, and volume to add emphasis.

Pauses: Use pauses to let important points sink in and add dramatic effect.

9. Timing and Practice

Pacing: Ensure the speech fits within the time limit.

Practice multiple times to become familiar with your content.

10. Call to Action

Conclude by encouraging your audience to take action. A strong call to action makes the message memorable.

ELEMENTS
OF
EFFECTIVE
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WRITING

23 ELEMENTS OF AN EFFECTIVE SPEECH

ELEMENTS OF AN EFFECTIVE SPEECH

1. Welcome the Audience

Example: 'Good morning everyone! It's wonderful to see so many familiar faces here today. Thank you for coming to support such an important cause.'

2. Introduce Yourself

Example: 'For those of you who don't know me, my name is John Smith, and I've been working in environmental advocacy for over a decade.'

3. Use Informal Language & Slang (Context-Dependent)

Example: 'Now, let's be real—most of us have been in that situation where we just can't get ourselves to hit the gym. Am I right?'

ELEMENTS OF AN EFFECTIVE SPEECH

4. Involve the Audience

Personal Pronouns: 'We all want a better future, right?'

Questions: 'How many of you think this could make a difference?'

Interactive: 'Raise your hand if you've ever felt overwhelmed by the news.'

5. Use Humour

Example: 'I once tried to start a vegetable garden to do my part for the environment. It turns out, plants need water. Who knew?'

6. Mention Celebrities & Cartoon Characters

Example: 'Even celebrities like Leonardo DiCaprio are using their platform to fight climate change.'

ELEMENTS OF AN EFFECTIVE SPEECH

7. Include Pauses & Gestures

Pauses: 'So, what does this mean for us? [Pause] It means we have a choice.'

Gestures: Use hand gestures to emphasize size or importance.

8. Facts & Statistics

Example: 'Did you know that over 8 million tons of plastic end up in our oceans every year?'

9. Varied Sentence Length

Example: 'We need change. We need action now. We need it for our future.'

10. Quotes

Example: 'As Nelson Mandela once said, "It always seems impossible until it's done."'

ELEMENTS OF AN EFFECTIVE SPEECH

11. Personal Anecdotes

Example: 'I remember the first time I saw a beach completely covered in plastic waste. It was heartbreaking.'

12. Strong Opinions Backed by Examples

Example: 'I believe our education system needs a complete overhaul. Look at Finland.'

13. Metaphors

Example: 'Our planet is like a fragile glass ornament—it's beautiful, but it could shatter.'

ELEMENTS OF AN EFFECTIVE SPEECH

14. Rhetorical Questions

Example: 'How long are we going to wait before we take action?'

15. Repetition of Key Phrases (Plant and Pay-Off)

Example: 'We must act now. We must be brave. We must be the change.'

16. Lists

Example: 'To create a sustainable future, we need renewable energy and conservation efforts.'

ELEMENTS OF AN EFFECTIVE SPEECH

17. Proper Nouns

Example: 'Organizations like Greenpeace and the World Wildlife Fund have been on the frontlines.'

18. Urgent References to Time

Example: 'We have only ten years to significantly reduce emissions.'

ELEMENTS OF AN EFFECTIVE SPEECH

19. Contrast

Example: 'We can either watch our planet suffer, or we can take action to build a better world.'

20. Emotive Language / Sensationalism

Example: 'The devastation we're seeing isn't just a statistic—it's a tragedy. Ecosystems are dying.'

ELEMENTS OF AN EFFECTIVE SPEECH

21. Hyperbole

Example: 'If we don't make changes now, we might as well say goodbye to polar bears, fresh air, and clean oceans forever.'

22. Vivid Imagery

Example: 'Imagine a beach where the sand is no longer visible beneath heaps of plastic.'

23. Thank the Audience at the End

Example: 'Thank you all for your time. Together, we have the power to make a difference.'