



presents **TEN tips**  
on **Speech Preparation**

1

Write down in one sentence the main point of the speech that you want the audience to understand.

2

Gather your information and order it so that one point flows naturally from another.

3

Develop an arresting opening to the speech. It may be in the form of a question, a challenge, or a description of a problem/situation. The aim is to get the audience's attention - immediately!

4

The opening sets the mood, theme and expectations for the body of the speech. It should comprise about 10% of the speech.

5

The body of the speech should set out the main points in an order that the audience can follow - don't confuse them by jumping around.

6

Use effective phrases to make transitions from one point to another. Avoid single word conjunctions such as 'then', 'now', 'so' or 'and'.

7

Oral language uses a simpler sentence structure than written. The average number of words in a sentence should be around 17 for listeners to follow easily.

8

Use statistics effectively and descriptively. For example, not '650 people' but 'enough people to fill this room three times over'.

9

Check and acknowledge the source of any quotes you use. You never know who may be listening to the speech!

10

Summarise the main points in your conclusion, which should comprise about 5% of the speech. The conclusion is the last thing your audience will hear, so make it memorable, with a well-chosen last line.