

Some Tips for Writing an Effective Speech

1. Connect to your audience by addressing them directly at the start- 'My friends', 'Ladies and Gentlemen' etc.
2. Involve them by addressing them all the way through as 'you' or 'we'.
3. Get them thinking by using rhetorical questions- and then give them the answers you want them to accept.
4. Use emotive words- negative words for things you are against and positive words for things you believe in or support.
5. Build up phrases for emphasis- repeat sentence types for effect: e.g. 'I want change. I want freedom and I want them now'.
6. Use the rule of 3 for effect to hammer ideas into the listener's mind: e.g. 'I want to see blood, sweat and tears from you all'.
7. Build up your speech to a powerful, clear conclusion.