1. **Before you speak**

Once invited to make a speech you start to prepare.

- **Format**: What kind of event are you invited to? Are you the only speaker?
- **Topic**: You have to feel comfortable on the topic. Avoid that they are overselling you and create expectations you cannot meet.
- **Purpose**: be clear for yourself and for your sponsor what you want the audience to know, think or feel as a result of your speech.
- **Time**: can you cover the topic in the allotted time?
- **Details**: make no assumptions on logistics.
- **Know the organization or company who invited you.**

2. **Preparing to write**

The writing process includes:

- **Research**
- **Brainstorming**
- **Purpose**
- **Outlining**
- **Identifying a thesis.**

Then you can start organizing your speech and choose the method: chronological order, the 'Big Bang', the simple 'Tell’em' or the cause-and-effect approach.

3. **Beginning well – What your opening should accomplish.**

An opening may need to accomplish:

- Establishing rapport between the speaker and the audience
- Set the tone for the speech
- Establish or reinforce your credibility
- Arouse interest in a subject
- Take advantage of your 'grace period' with the audience
- Carry your audience smoothly into the topic.

We can identify 5 types of openings: novelty, dramatic, question, humorous and reference.

4. **Watch your language.**

When you have many word at your command and using them with discretion are two very different things. Strong, simple words that compose our everyday language is advisable.

- Be yourself
- Talk with the audience, not at them
- Use appropriate personal references
- Use active verbs and vivid nouns
- Use active voice
- Be aware of meaning
- Get to the point.

5. **‘Secrets’ of the Pros.**
The Rule of Three: group your ideas in threes because it adds drama, interest and rhythm to your speech.

- Anaphora: repetition of words at the beginning of successive phrases.
- Alliteration
- Hyperbole and understatement
- Transitions

6. **Using statistics.**

You should keep following points in mind when using statistics:
- Statistics don't have to be dull, dry figures.
- Express statistics in terms to which your audience can relate.
- Don't use too many raw figures, particularly when they are close together.

7. **Closing the speech.**

Just as you had a ‘grace period’ in the opening minutes, the period of closing is similarly crucial. Closings fall into 7 categories:

- Summary
- Wrap-up
- Direct appeal
- Thesis
- Reference
- Inspirational
- Humorous or anecdotal

8. **Editing your speech**

Consider 5 broad areas when editing your speech:
- Edit for content: question everything, be critical, look at the overall content.
- Edit for organization: logical, coherent and unified
- Edit for style: short sentences, simple sentences and no unusual combinations of words.
- Edit for language: no overuse of jargon or long words, no clichés, obscenity or generalities.
- Edit for grammar: search for balance between the grammar rules and bending them to facilitate a conversational tone.