

Books: 'Stand Up Speak Up!' \$45 & 'I'd Rather Swim with Sharks' \$25, plus Postage (& in Aust GST)

To Order Email: marcelle@marcellebernard.com with "Order Form Request" in the Subject line.



Marcelle Bernard's SPEAK EASY session & follow up exercises.

PREPARE - BEFORE YOU START WRITING YOUR SPEECH

Purpose - How will you help your audience by giving your speech?

To ENTERTAIN them: - use funny stories, good mannered jokes & humour.

To INSPIRE or PERSUADE them: - use personal stories & loads of enthusiasm.

To NARRATE for them: - be very expressive & create interest.

To EDUCATE them: - use facts, figures & give example. Show credibility & limit jargon.

Audience - How many? What ages, education, cultures & interests.

Venue - Where are you going to speak? Can you use props or displays? Do you need equipment?

Timing - How long? Can you shorten or lengthen speech? Will you have a question time?

ACTUAL WRITING

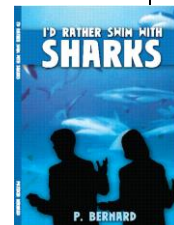
Material - Your TOPIC is what you generally want to talk about. e.g. pets.

- The FOCUS is what you specifically want to talk about. e.g. My Dog

- **Brainstorm your topic/focus. Add stories, quotes or some humour.**

Language - A speech is spoken so use short words and short sentences.

Use lots of active & descriptive words. e.g. Run, Jump. e.g. Instead of 'The Cat' use 'The fat lazy purring tabby' or 'The sleek aggressive snarling Tom cat'



STRUCTURE - SPEECH RECIPE General Topic: _____ Specific Focus: _____ Speech Title: _____

Opening	Grab Audience Attention	(A noise, movement, question, statement, quote or funny story)
	Greet the audience	(Formal or Informal)
	Timing, Topic & Focus	(Explain your Topic, focus & how long you will talk for)
	3 point preview	(Say what you are going to cover in one sentence only)
	Why you are the expert.	(Why they should listen <u>to you</u>)
	How they will benefit.	(Why they should listen)

Body 3 main points

- 1) W.W.W.W.W.H. - Who, What, When, Where, Why & How.
e.g. A description. An explanation of the rules or a process or an item.
- 2) P. P. F. - Past, Present, Future.
e.g. A famous instance, example or personal story.
- 3) P. R. E. P. - Make Point, give Reason & Example, repeat Point.
e.g. A point of view. An opinion. A debate

Conclusion	3 point Summary.	(Say what you have said in one sentence only.)
	Action call	(What you want the audience to do because they listened to you.)
	Conclusion	(What you think.)

PRESENTING - Act like a Super Speaker.

Hands by your sides, shoulders back, chin up, smile, eyes looking at your audience!

Appearance - Is your appearance suitable to your speech & audience? Relax, stand comfortably & confidently.

Visuals - Are you going to use notes, props or a white board.

Body language - Does it add to your speech?

Say & SHOW what you mean - Length, Age, Shape, Distance, Direction, Activity, Size, & Feelings.

Voice - Vary the rate, volume, pitch, tone, speak clearly. Add emotions & sound effects.

PRACTICE Write your speech out in full.	Read your speech out loud 10 times. (Tape your voice)
Write out your Palm/Cue Cards using bullet points.	Practice in front of a mirror 5 times. (Video yourself)
Practice in front of small audiences	a) with notes or cue cards. b) without notes or cue cards.
Practice using your High Low Soft Loud Fast & Slow voice. Practice while walking fast. (Get your heart pounding)	

