

# How to Make your Speeches Memorable

## The 7 Key Elements to Successful Speech Writing- applying copywriting secrets to speech writing

Derek Gehl the Internet Marketing expert ([www.MarketingTips.com](http://www.MarketingTips.com)) believes that there are **7 key elements** in every great copywriting message. Today we are showing you how those 7 copywriting elements relate to memorable speech writing.

### 1.) Know your Audience. *(In copywriting Derek says WRITE TO A TARGETED AUDIENCE)*

Know your audience and you can hand craft your speech to meet their needs.

Before you even begin to put pen to paper ask yourself who your audience is. To make it easy to figure this out, answer the following questions:

- Who are delivering your speech/presentation to?
- What is their existing knowledge?
- What are their expectations (what do you think they are expecting to hear from you)?
- How many will be in the audience?
- What will the audience mix be? Young/Old/Male/Female/Business background/Cultures?
- What problems can you solve for them?

One other advantage of knowing your audience is that if there is going to be a Q&A session then you will be able to anticipate those questions and appear even more professional.

### 2.) Grab the Audience`s attention from the First Word *(CREATE AN ATTENTION-GRABBING HEADLINE)*

Always think about the “**hook**”. In SpeakersBank we talk about the “**99**” rule. The most important parts of the speech are the first **9** seconds and the last **9** seconds. 30 years ago the average sound bite was 22 seconds. Now it is less than six. Our attention spans are getting shorter and that is why we can not waste any time in making an impact.

Experiment using a powerful quotation, a relevant statistic, a bold claim, a key date or even a challenge.

### 3.) Establish your Credibility *(ESTABLISH YOUR CREDIBILITY)*

The audience may or may not know about you. If you are delivering a speech to an audience who are motivating or selling to, then you will need to prove early on that you are an “expert”

Have you written articles or books, appeared on radio or television. Are you an authority in your field and if so who has said so. Do you know something the audience don't? Then tell them how you came about this knowledge. Even if you feel that you have not done anything remarkable ask yourself what is the benefit the audience will get from the speech and work out why you are the best person to deliver this.

Another great way is to use testimonials. Weave in a short excerpt from a satisfied customer or a comment from a previous speech.

Always make sure that if you are being introduced, you have a short introduction to give to the introducer and ask them politely to “**read it word for word**”. Many a tailored intro has been ruined by the introducer deciding to “spice it up” or “make it really funny”.

#### 4.) **Talk in Terms of the Audience`s Need** (TALK ABOUT BENEFITS, NOT JUST FEATURES)

Relate this to point number one. You should always be thinking in terms of the audience`s needs. Why are they there and what do they want. Then fulfill those needs. What will they get from listening to you? And if you want them to do something at the end of the speech, spell out the results and the consequences. Don't just talk about generalities but be specific. Remember as we say in SpeakersBank "**Specificity increases Credibility**"

Check how many time you are using the pronoun "I", instead get the audience involved and use active and passive questions to increase the sense of understanding between you and the listeners.

#### 5.) **Add Urgency** (ADD A SENSE OF URGENCY FOR IMMEDIATE SALES)

Keep the momentum going in your speech, don't allow the energy to flag and watch out for "**soft spots**". Keep your message foremost in your planning and your mind, and keep referring back to what do you want the audience to do, to think or to feel at the end of the speech.

Add urgency, also, in terms of getting the audience to act at the end. Most times we want to be nice and friendly, so we paint rosy pictures of all the good things that are going to happen to the listeners after the speech. However that doesn't always work. Sometimes we need to use the "stick" as well as the "carrot". Craig Valentine, Professional Speaker, always talks in terms of both **Pulling and Pushing** the audience. **Pull** them along by telling them all the good things that will happen if they listen to you and also **Push** them by reminding them what may happen if they don't listen!!

#### 6. **Structure your Content Simply** (FORMAT FOR EASY SCANNING)

As we said earlier the average attention span is short. Keep it Simple! Use a good structure that the listeners can follow easily and keep referring back to your key message(s). Your audience should never have to work too hard to figure out your message.

In addition, conversational speech is wonderful however watch out for long sentences. Delete as many "ands" as possible and deliver crisp sentences that the audience will find easy to remember.

#### 7. **Close Strongly** (ASK FOR THE ORDER)

Remember the "99" rule. Finish even more strongly than you opened. Your message wants to stay in the hearts and minds of your audience.

Issue your challenge or reiterate it. **TELL** the listeners what you want them to do. Remind them of the key message or benefit. Leave them wondering when they will hear you speak again, not wondering what you were talking about!!

**Sean Kennedy 2006** *If you would like to comment on this article please email me on [seankennedy@speakersbank.co.uk](mailto:seankennedy@speakersbank.co.uk)*