

Steps to Create a Speech

1. Determine your purpose

- ⇒ Decide a general purpose (inform, persuade, or entertain)

2. Determine your audience

- ⇒ Consider the following audience traits:

- * Gender
- * Age Span
- * Education Level
- * Loyalties

- ⇒ Without considering your audience, the best planned speech can fall flat

3. Determine a specific purpose

- ⇒ With your audience in mind, decide on what your specific purpose is (what topic or idea do you want to explore?)

- ⇒ Examples:

- * To inform the audience about the feeding habits of three-toed sloths
- * To persuade the audience to donate to the Make a Wish Foundation
- * To entertain the audience by telling jokes and making them laugh

4. Plan out your speech

- ⇒ Decide on an introduction to grab the audience's attention and a conclusion to restate your main point(s)
- ⇒ Depending on which method you are using, either write out your speech word for word or create an outline with the main points that help you reach your purpose

5. Rehearse your speech

- ⇒ Perform your whole speech multiple times. Being familiar with your material is an *essential* aspect of an effective speech
- ⇒ If possible, rehearse your speech in front of someone you know, to gain constructive criticism
- ⇒ If necessary, memorize your speech