



No.3: Turning your messages into a presentation

Communication is all about clarity. It's hard to be clear if you use too many words, or long ones, or go into too much detail. Your language needs to be natural and add some drama to the presentation: give the audience high points that communicate your passion for the subject.

- Keep sentences short. Approach the presentation as if it's an article in a mass-market paper or magazine. A good sentence length is 20-25 words. Most professional speechwriters keep their sentences even shorter!
- Think about the overall length of the speech. You'll speak at about 120-150 words per minute. So calculate the amount of time you have and the corresponding number of words you need.
- Check your facts. You will soon lose the respect of your audience if they feel you don't know your subject thoroughly.
- Make a powerful opening statement, consider making it provocative! A big, controversial statement at the start always gets the audience's attention.
- Think how you could show empathy with the audience, but only do it if you believe it will get them on your side.
- Consider the shape of your speech. Know where the highpoints are in your presentation and hit them.
- Create a close to your speech that summarises and captures the essence of what you want this audience to think, do or say differently.
- Let the script reflect your style, your passion and your enthusiasm for the subject. Don't let the script style strip you of your personality. The words have to sound like they're coming from YOU, not someone else.