Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_

These real world tips are compiled by [John Bowe](https://www.johnfbowe.com/), a speech trainer, award-winning journalist, and author of [“I Have Something to Say: Mastering the Art of Public Speaking in an Age of Disconnection.”](https://www.amazon.com/gp/product/B081M8K2JT) He has contributed to The New Yorker, The New York Times Magazine, GQ, McSweeney’s, This American Life, and many others.

**First Define Two Things:**

* **Your audience**: Who are they? How do they view the world or the situation? What do they already know about you & your topic? How will they benefit from listening to you?
* **Your purpose**: Why are you speaking to them? What do you want them to know? Why is it important? What are you trying to get them to do?

**Next Distill Your Message:**

* **(1) As a result of my *speech*, (2) they will understand *this*, (3) and respond by *doing that*.**
  + As a result of my (1) *explanation for why we will grow by 21% next year*, my boss will understand (2) *how valuable I am to the company*, and respond by (3) *giving me a raise*.
  + As a result of my (1) *presentation on types of rock*, my teacher and classmates will understand (2) *the differences between rocks & that I’ve done my homework,* and respond by (3) *passing the test on rocks & by giving me a good grade on the presentation*.

**Tips for Preparing Your Speech:**

1. **Memorize your introduction and conclusion.**
   * Brain freeze occurs most commonly during those awful seconds when you first face a crowd. If a slide, statistic, joke, or anecdote doesn’t serve your goal, cut it.
2. **It’s not about you.**
   * Every decision you make must demonstrate that you’re talking for your audience’s benefit, not yours. (Just think how it feels to listen to someone prattling away about something that you don’t care about.)
3. **Do everything you can to help them hear and understand you.**
   * People are bad at listening. Use short words, sentences and paragraphs to express your ideas; physical, concrete and vivid images that appeal to the senses; and active verb choices in place of abstract or passive language.
4. **Don’t drown your audience in data.**
   * If your talk relies on heavy data, be sure to explain what that data means — on a human level. People want to know how you think, feel, and believe. That’s why you’re in the same room (or on Zoom) with them, instead of sending the data by email. Do everything you can to help them hear and understand you.
5. **Eliminate anything that doesn’t clearly support your purpose.**
   * If a slide, statistic, joke, or anecdote doesn’t serve your goal, cut it.
6. **Record yourself or practice in front of real people — or both, if you can.**
   * This will be painful. Believe me, I understand. But it’s better to hate yourself *before* your speech, rather than during (and probably for a long time after) your speech.