

How to Write an Effective Speech



What makes a speech effective?

An effective speech is one that sticks with audience members after its delivery. They convince people to think about current issues and rally them to make a difference in their own lives and towards the bigger picture. Some things that make speeches notable are their delivery (a strong, confident voice), theatrics or audience participation, or the memorable quotes that can be taken out of the speech.

What is the goal of a speech?

The goal of a speech should always be for people to understand the point you are trying to make and to propose a way to make a difference.

How to prepare an effective speech

- Pick your core message
- Two objectives to speech writing
 - Making a good impression
 - Leaving your audience with two or three takeaway points
- Pick a format and stick to it
 - Examples:
 - Opening, body, and conclusion speech
 - A problem-solution speech
- Do not bounce around
 - Pick 2-3 main points to address
- Write the speech as you would talk
 - Try to imagine you're only speaking to one person
- Add in information that makes you personable and credible - but don't let it drag you down
 - A personal story/encounter
 - Facts
 - Statistics
 - Quotes
- Don't worry about writing things down the right way the first time – get everything on the page and revise later
- Write a takeaway line – summary that anyone could remember or “takeaway” from the speech
- Repeat key words and points

Executing your speech

- Know your audience
- Informal or formal? Jargon or proper English?
- Keep things engaging
- Write a knockout ending

Tips:

- Leave each audience member contemplating what you said and how they can approach the problem
- Do not drag out the speech for too long
- Your speech should be between 3-5 minutes
- Practice out loud
- Practice in front of friends and family
- Record yourself and play it back
- Use simple words and short sentences
- Use words you can pronounce

Problem-solution speech sample:

First let me start by giving you a small number problem, don't worry as it is simple. A single mother of two makes \$2,000 per month working a part-time job because her child needs constant care. Rent costs \$1,200, utilities are \$200, and on a very good month miscellaneous other bills are around \$700. How much money does she have left to cover the out-of-pocket costs for her child's medicine? The answer is negative \$100. So how does she pay \$2,500 a month for medication? This is a daily reality for me, Jane Smith, a mother of a child with XYZ Syndrome, and many of those with other rare diseases.

With the current legislation in place, it is nearly impossible for patients of rare diseases to afford life-critical medication and treatment from knowledgeable physicians. With the help of The 6ZZ Act, though, accessibility would allow people to live without the monthly fear of negative \$100 and \$2,500 more to go.

XYZ Syndrome is just one of 7,000 rare diseases classified as such. To be considered a rare disease, less than 200,000 people in the United States have to be diagnosed with this condition. But don't let this number deter you, 1 in 10, or approximately 30 million, Americans are living with a rare disease. This means that there is a good chance that one of you or someone you know closely is affected by a rare disease.

While clinical trials and new treatments are being developed daily, most patients are unable to take advantage of these treatments because of financial reasons. According to the Rare Disease Impact Report, 37% of patients had to borrow money from friends or family to pay their expenses. What happens when they can no longer help? Patients can deteriorate quickly without specialized intervention.

When my child, Jill Smith, was diagnosed with XYZ Syndrome physicians told me she would be in a wheelchair before she even began school. Because we were able to get in touch with a specialized doctor and were able to work on her challenges, at age 8 she is still walking and playing with children her age. However, insurance companies are always finding new ways to recuperate costs – usually at the fate of families like mine.

The use of specialty tiers for prescription coverage has increased, making patients pay more than 30% of the costs. This has raised our bill from \$750 to \$2,500, making it impossible to juggle both a life and treatment.

So, in order to help spread the burden of rare disease patients, The 6ZZ Act was drafted to even the playing field. This would allow patients to receive detrimental treatment without the fear of being denied access. This would raise the overall price of insurance costs, but more than XX% of people would benefit from this change of policy.

Treatments for XYZ Syndrome and other rare diseases are inaccessible to thousands of patients every day because of the financial burden they pose on families. With The 6ZZ Act, these treatments would become more cost effective and inclusive for those with rare diseases.

With this in mind, think of a new word problem. A single mother of two can work a full-time job and make \$3,000 per month to support her two children. Rent costs \$1,200, utilities are \$200, and on a very good month miscellaneous other bills are around \$700. That leaves her \$900 per month, enough to pay for her child's life-saving treatment.

Thank you.