

# Speech Writing

## How do You Write the Introduction, Body, and Conclusion of a Speech?

**Speech Writing** is similar to building a house.

House building involves planning, site development, building a foundation, framing and then the finishing work.

Each type of building has its own skill sets. Wood houses need different skills than those made of stone or steel. Public speaking is similar. Which kind of talk will you be building or writing?

[Informative Speech](#) considers the five requirements in the writing of the speech.

[Motivational Speech](#) is needed in all speeches to some degree. In order to get your most wanted response, even if it is just for the audience to listen, these techniques can help.

### **The Public Speech Writing Tools**

Different tools for each job. In the building trades, sometimes there are no tools for certain jobs. In these instances skill and knowledge is required. In some cases a work ethic is involved. What will you allow to slip by, what will you attend to. These are similar challenges faced by public speakers.

### **Basic Work Ethics**

[This Needs to be Your Credo](#)

### **Writing Standards**

[The Speech Writing Process](#) is like building a house.

[Public Speaking Delivery](#) looks at the manner in which you address the audience.

[The Public Speaking Outline is the Blueprint of Your Speech](#) There are two different kinds of outlines when it comes to public speaking. You need to know the difference.

[Writing Public Speaking Introduction](#)

[Example of a Speech Introduction](#) takes another look at speech introductions.

[Body of a Speech](#) How will you build yours?

[Conclusion of a Speech](#) How do you finish a speech to get your most wanted response?

### **Speech Writing Tools of the Trade**

[Using Refutation](#) to overcome challenges from the audience. Do you know how to disprove an argument? Learn how here.

[Five Special Devices of Refutation](#) demonstrate the ways you can artfully use words to help an audience to change the way they think.

**Do You Know How to Use Argumentation** to reason with the audience?

**Analogy**

**Penny Analogies** gives an actual example of an analogy.

**Allegory** You may have never used one of these to build a talk out of yet.

**Metaphor** Can these help you give a better public speech?

**Why Kill the Adjective** in your public speaking? Do you know what to use instead?

**Parable** This will be one you will rarely use. Do you know why?

**Power Words and Phrases** can be used to trigger responses, attract attention, and get the audience to think.

**Comparison** Included you will find a number of types of comparisons you can use.

**Simile** So you know what a simile is?

**Colloquialisms** are used, misused, and often misunderstood. Learn more about them. Do you know why they should not be used?