

# The Body of a Speech

## Writing Guidelines for Public Speakers

Next step in progression is writing the body of a speech. If your following the house building illustration that started this thread. it continues here. This is where the details are cared for and the house is completed. Here, the speaker skill qualities you will master shall make you shine.

The body needs to be constructed logically. It needs to be coherent. It needs to flow.

There is a challenge innate to writing or speaking. When we write or speak, we know what we mean. However, our speech needs to be written for the audience.

As a general rule, always remember that nothing is fool proof for a talented fool.

For instance, in one speech, the speaker, a lawyer started talking about the radio station WIIFM. This elicited a question from a colleague sitting next to me. She wanted to know what the number on the dial was. She was so busy taking notes that she didn't hear what WIIFM stands for.

Generally speaking, a 45 to 60 minute talk will allow for three and not more than five points to be developed. There may be exceptions, but as a rule, most in the audience will not remember more than 3-5 points.

Think of the points as each being 12 minute talks. Develop each of the points as if it was a talk in and of it's self.

Then once completed, connect each of the parts to the whole. Each part can weave the original introductory attention grabber. At the least, each of the points needs to point to and remind the audience of the theme of the talk.