



Top Tips for Writing a Great Speech from Matt Greenough

1. Remember the purpose of a speech - it is to be performed aloud. So you have to write for the voice, and not the page. What might make a brilliant essay won't work as a speech. Never submit a speech without reading it aloud first!
2. Tell a story. An audience won't remember all the details from a speech, but they will remember a story – and how that makes them feel.
3. What is your one truth you need to tell in this speech? You must decide this before you start to write. A clear, central idea and purpose that will run through the whole speech will make it flow.
4. Words matter. Use them with care and respect. The way you write a sentence could either inspire the audience, or insult them. Make every word count towards your goal.
5. Read before you write. The more comfortable you are with your subject area, the clearer you will be in your own work. Knowledge will give you the keys to unlock your own ideas and imagination.

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