



media and
communications

8M's FREE Powerful & Persuasive Speech Writing Plan

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Welcome

Congratulations on downloading your FREE Powerful & Persuasive Speech Writing Plan. You have taken the first step to writing speeches that have powerful beginnings, persuasive messages and leave a lasting impression with your audience.

8M Media & Communications produce a free monthly e-newsletter called *Media Motivators*. The goal of the newsletter is to share with you our knowledge, experience and expertise; to deliver ideas, tips and practical solutions to media, marketing and management issues. To subscribe to *Media Motivators* simply visit our website at www.8mmedia.com.

Welcome to *Powerful & Persuasive Speech Writing* and good luck with developing a winning Speech Writing Plan.



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Speech Writing Plan – Your guide to writing a powerful & persuasive speech

The objective of this audit is to write a powerful & persuasive speech. Work through this audit by answering the following questions in your own time. Use it to clarify your ideas and develop a focused speech.

Mission, Market Segment & Products

1. **What is the objective of the speech?** Educate, Inform, Entertain, Motivate, Sell?

2. **Who is the audience?** Describe them in terms of:

Age & Gender	
Occupation	
Income	
Education	
Values & Beliefs	

3. **How many are there in the audience?**

4. **Who will deliver the speech? Is it you? If no, does that person delivering the speech have any traits that you should consider when writing this speech?**

5. **Where will the speech be delivered?**



Powerful & Persuasive Speech Writing

6. What is the room style & set up?

7. Who will be speaking prior?

8. Who will be speaking after?

9. What are the audiovisual requirements?

10. What are the lighting requirements?

11. Who will be introducing the speaker?

12. How long does the speaker have?

13. Will there be an opportunity for questions?

14. What is the theme of the speech?



15. What is the purpose of the speech?

16. How do you want the audience to feel after the speech?

17. What actions do you want the audience to take after the speech?

18. What is the audiences preferred way of taking in information?

- SEE
- HEAR
- TOUCH

19. What are the 3 keys messages you want the audience to take home?

1. _____
2. _____
3. _____

20. What does success look like?



21. What will you do to ensure people listen?

22. What will you do to ensure people understand?

23. How can you make the presentation tangible?

24. How will you begin?

25. What personal stories will you add to the presentation?

26. Specifically, what is the story in a nutshell?



27. What point does the story make?

28. What benefit is there for the audience?

29. What metaphors can you use in the speech to highlight points?

30. What is the call to action?

31. How will you end the speech?



