



Bizillion Magazine -

## “Wowing the World with Your Story”

By Mary Anne Dorward

So it's a new year and you have decided that you're finally going to wow the world with your great speeches. But where do you begin? Whether you speak personally to a few or professionally to many, every public speaker struggles with these questions:

- What does it really mean to be a powerful speaker?
- How do I craft my message and deliver my ideas so that I create a presentation that is persuasive, witty, and memorable?
- What are the most effective ways to integrate audio/visual materials such as Power Point
- How can I learn to be at ease in front of any audience?

Let's look at some key factors that will infuse your presentations with confidence, focus, and power.

A key reason speeches fall flat is that before beginning to write, the speaker neglects to strategically consider his or her audience. Your audience is the reason you are speaking. Who they are, the problems they face, what they want to learn from you, how receptive they are, what they care about, their biases and belief systems should directly affect the content of your speech. The style of your delivery and the words you choose should always reflect a thorough and strategic analysis of your audience.

Ask yourself,

Why am I giving this speech and what do I wish to accomplish?

Is my purpose to inform, convince, or persuade?

What are the biggest headaches, challenges, fears, aspirations, and needs of my audience?

How can what I have to offer truly serve them?

Why am I passionate about my topic?

If your topic is not compelling to you, it will most certainly not resonate deeply with your audience.

As you move through the writing process, try to write the way you speak. Most people's writing style tends to be more formal than their speaking style. One way to test this is to always read what you've written out loud and listen for where it sounds flat or awkward. Then, adjust the wording to sound more like you actually speak in normal life. If your writing sounds like you speak, it's just right.



There's an old adage about giving an effective speech:

Tell them what you're going to tell them  
Tell them  
Tell them what you've just told them

Your introduction is the tell them what you're going to tell them part of your speech. This is where you give your audience a preview of what they are about to hear. This helps your audience relax, feel reassured that you are well organized and are in command of your topic, and respectful of their time. It also creates an atmosphere of anticipation for what you're going to say next.

Your main points are the body of your speech or the tell them part. As you are writing, consider using personal experiences, observations, facts, quotes, or benefits to illustrate and elaborate on each of your main ideas. Adding personal narrative makes a speech very powerful. If your speech holds your personal stories, unique viewpoint, and expertise, it will make your presentation much more interesting, accessible, and memorable to your audience.

The last part of your speech is the tell them what you just told them part, where you summarize your main points and then leave the audience with your key message. This is the main idea or two that you want your audience to remember.

If your audience takes home one idea they didn't have when they arrived, your speech has been a success.