

Don't Panic!

*(And other tips for making
speechwriting simpler)*



Vincent Rhodes, PhD, APR

varhodes@gmail.com • @varhodes



Initial reaction to the assignment



You
want
me

to write
what?





KEEP CALM

AND

WRITE THE SPEECH

Three C's for Speechwriting Process

Context
Content
Coaching



CONTEXT

Know Your Audience

**What's In It
For Me?**

(WIIFM?)



CONTEXT
Know The Event





CONTENT

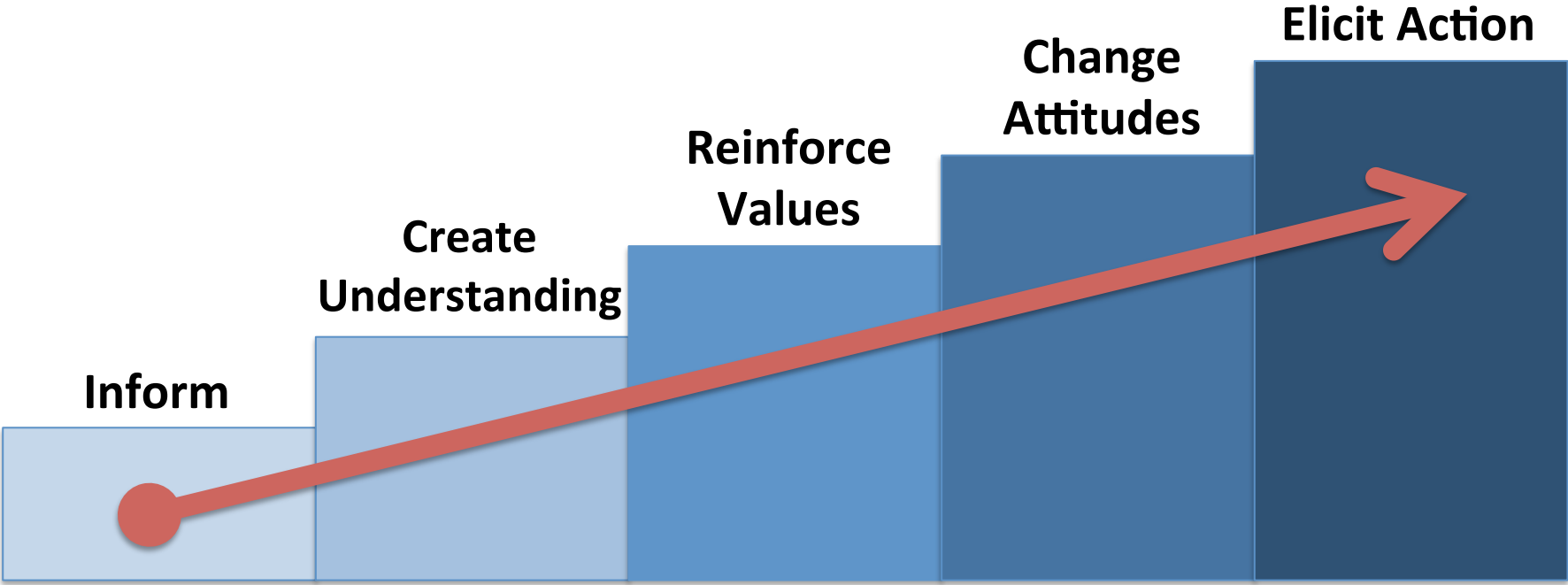
Finding the Right Material



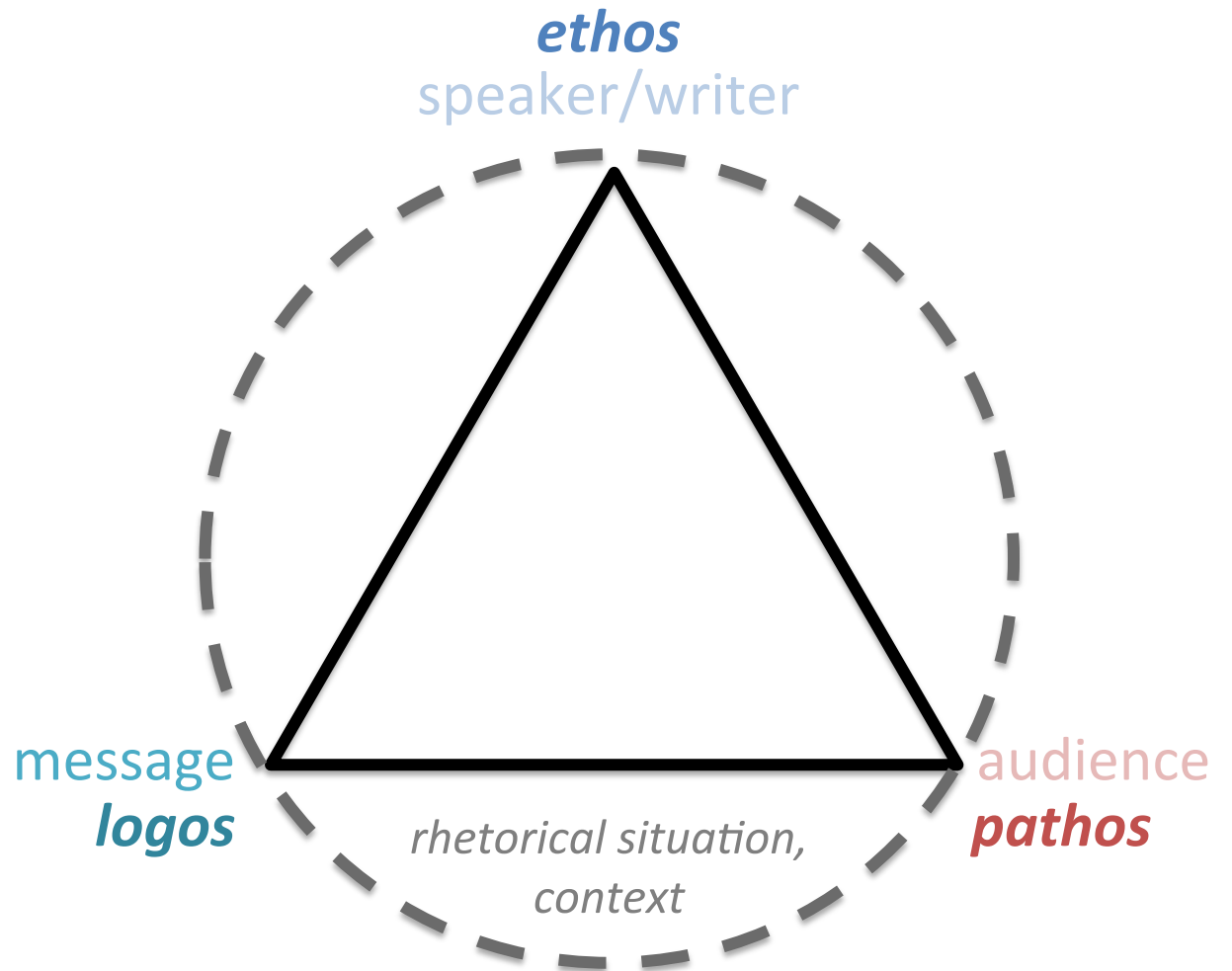
Access
to your speaker

may be a
challenge

Communications Hierarchy



The Rhetorical Triangle





*Planning &
gathering
info*



*Tell me
a story*



Powell Randolph

<https://vimeo.com/148913766>

*Consider helpful
metaphors &
analogies*

**My Love
is Like a**

**Red
Red
Rose...**

This cellular pathway is like the Autobahn...

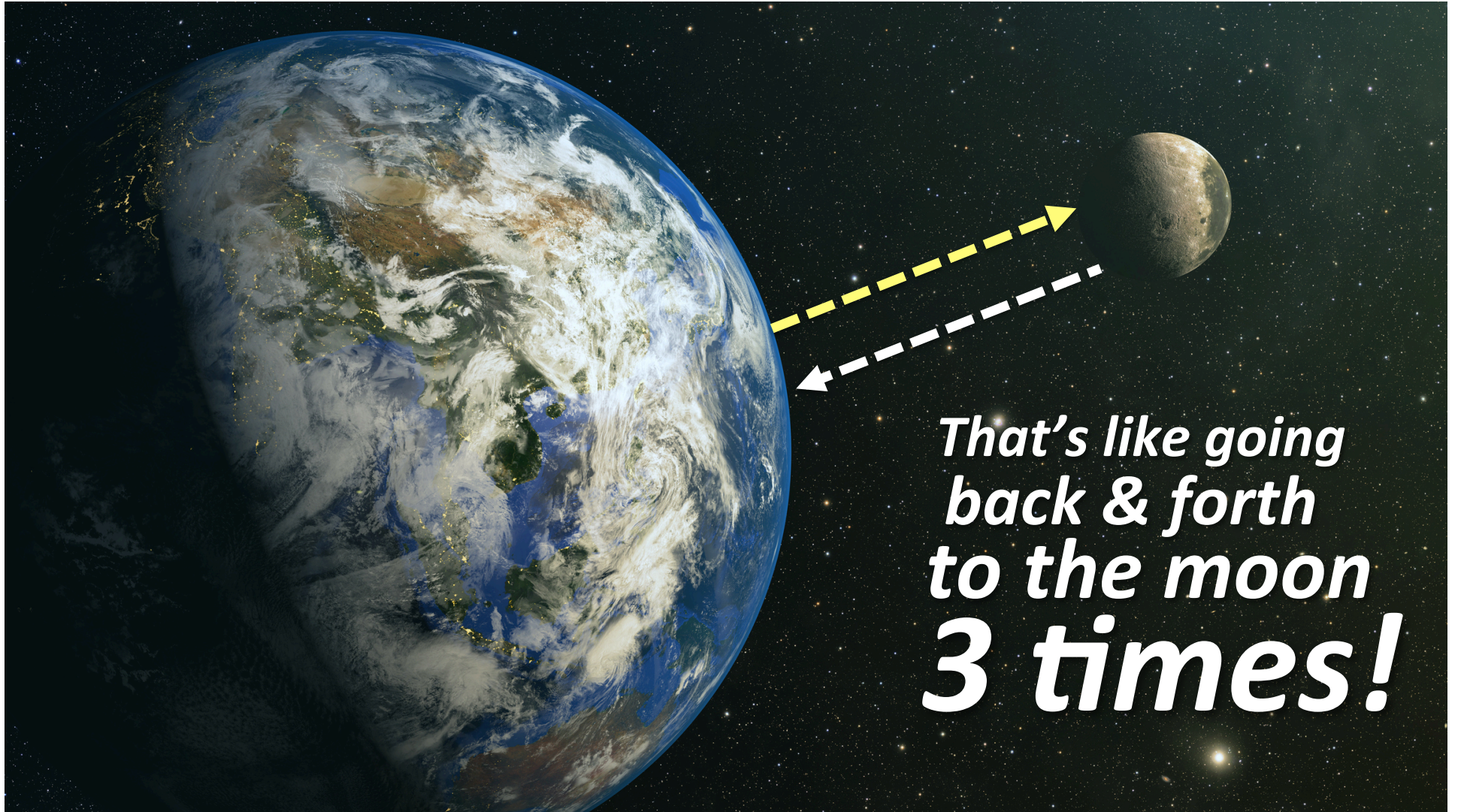


**Write for the ear.
Not for the eye.**





**Make Data
Easy to
Understand**

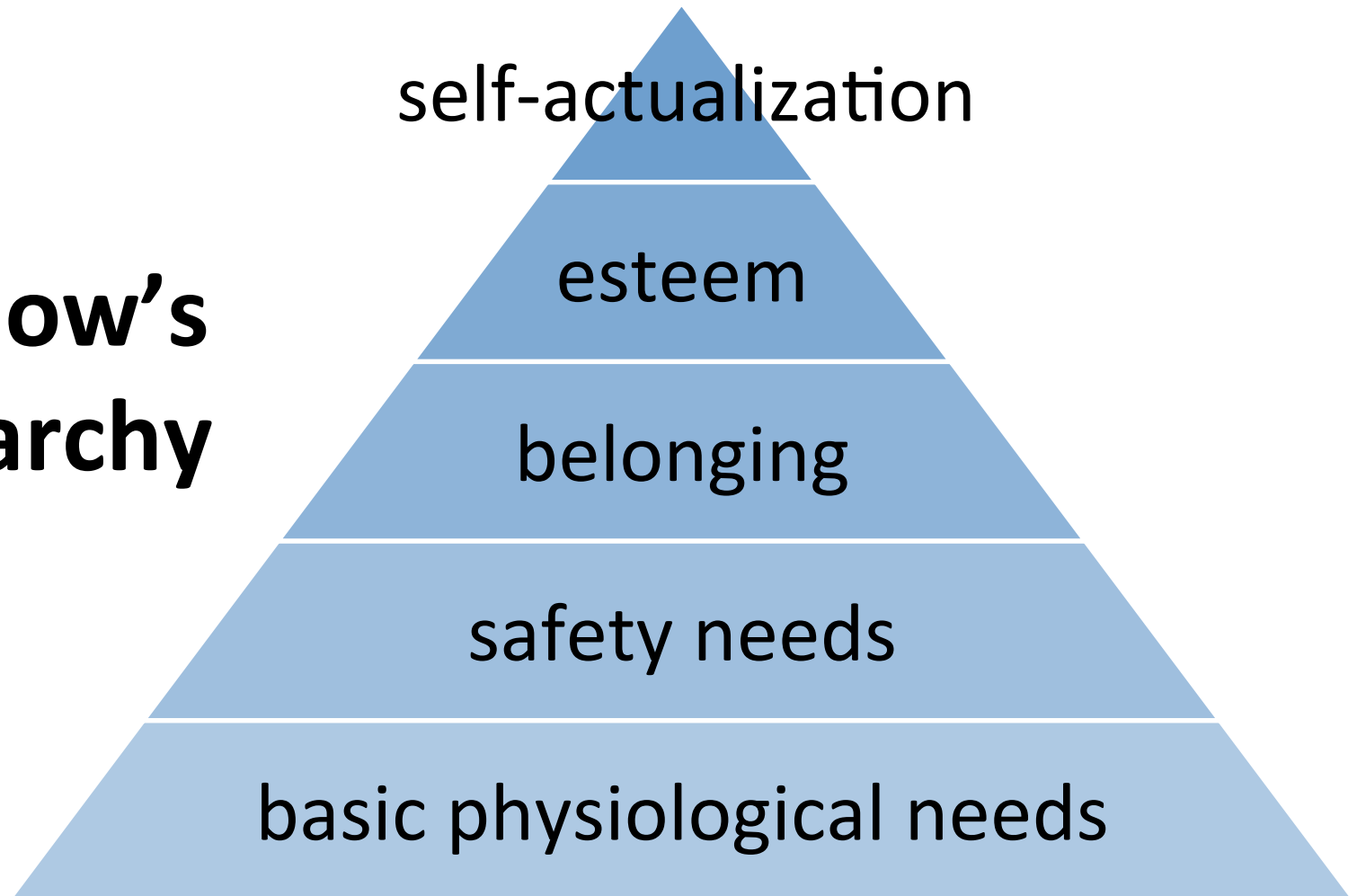


*That's like going
back & forth
to the moon
3 times!*



use
humor
carefully

Maslow's Hierarchy



Monroe's Motivated Sequence

- 1. Attention:** Speaker establishes he or she has something interesting to say
- 2. Need:** Speaker describes need or needs being threatened
- 3. Satisfaction:** Speaker proposes a solution
- 4. Visualization:** Speaker paints a picture of future if solution implemented
- 5. Action:** Speaker tells audience what they must do to protect/restore threatened need



COACHING

**Helping
Your
Speaker
Succeed**



Formatting the Script



**Please.
Whatever you do.
Don't let your speaker use
the PowerPoint presentation
as the script.**





Practice! Practice! Practice!

Practice!
Practice!
Practice!





Listen!
Listen!
Listen!

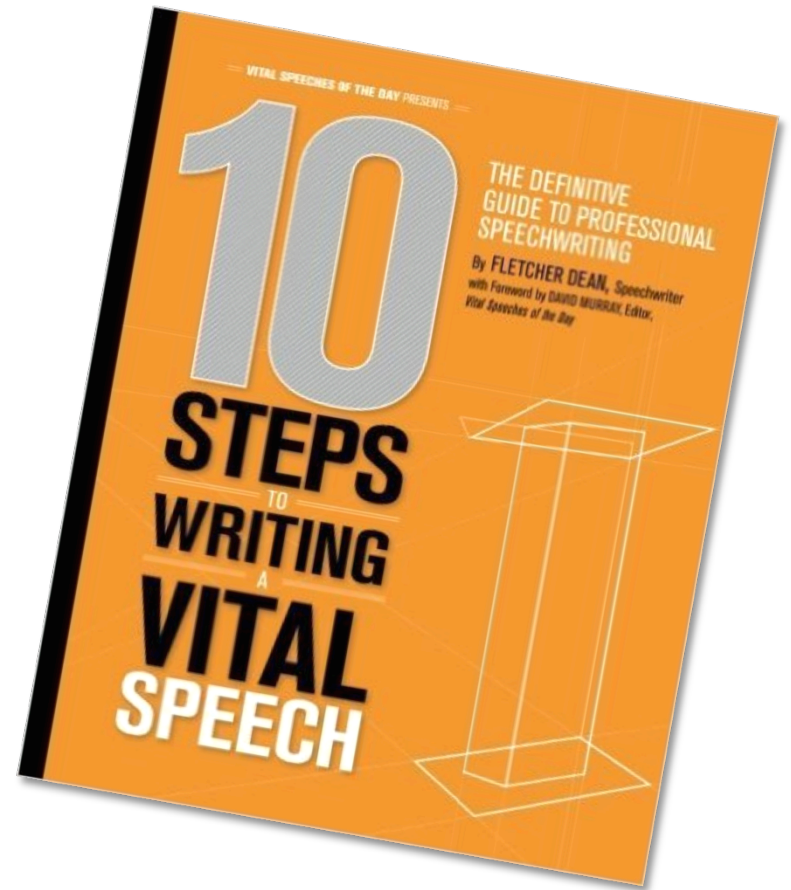
*(Read & record
the speech for
your speaker.)*

Valuable Resource

10 Steps to Writing a Vital Speech

By Fletcher Dean

[Available at Amazon.com](https://www.amazon.com)



Valuable Resource

Professional Speechwriters Association



<https://www.vsotd.com/speech-writers-association>

Questions?



Don't Panic!

*(And other tips for making
speechwriting simpler)*

Vincent Rhodes, PhD, APR

varhodes@gmail.com

@varhodes

