

Don't Panic!

*(And other tips for making
speechwriting simpler)*



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Initial reaction to the assignment





Three C's for Speechwriting Process

Context
Content
Coaching



What's In It For Me?

(WIIFM?)



CONTEXT
Know The Event



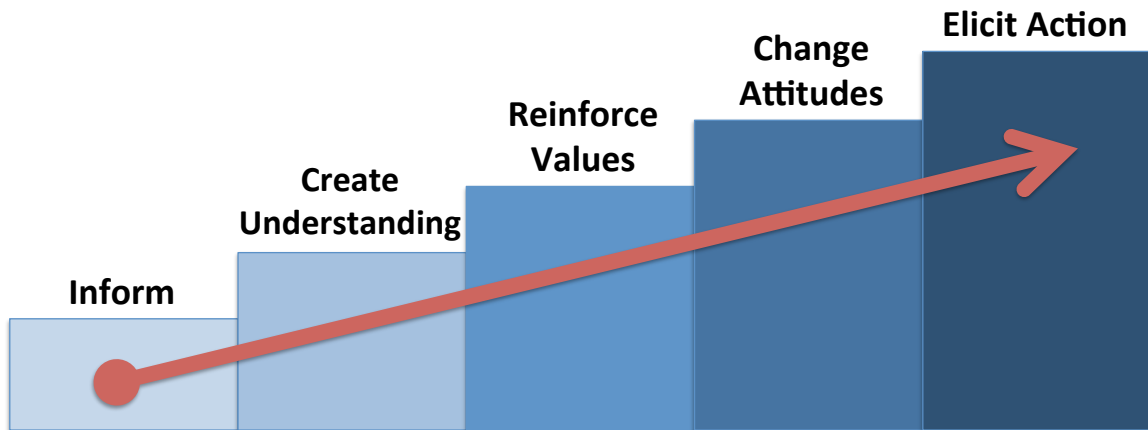


CONTENT
Finding the Right Material

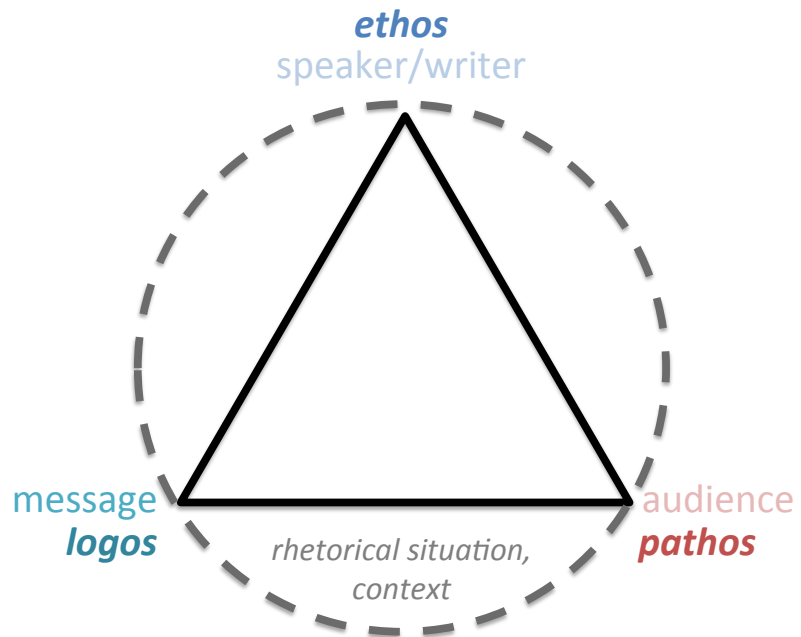


Access
to your speaker
may be a
challenge

Communications Hierarchy

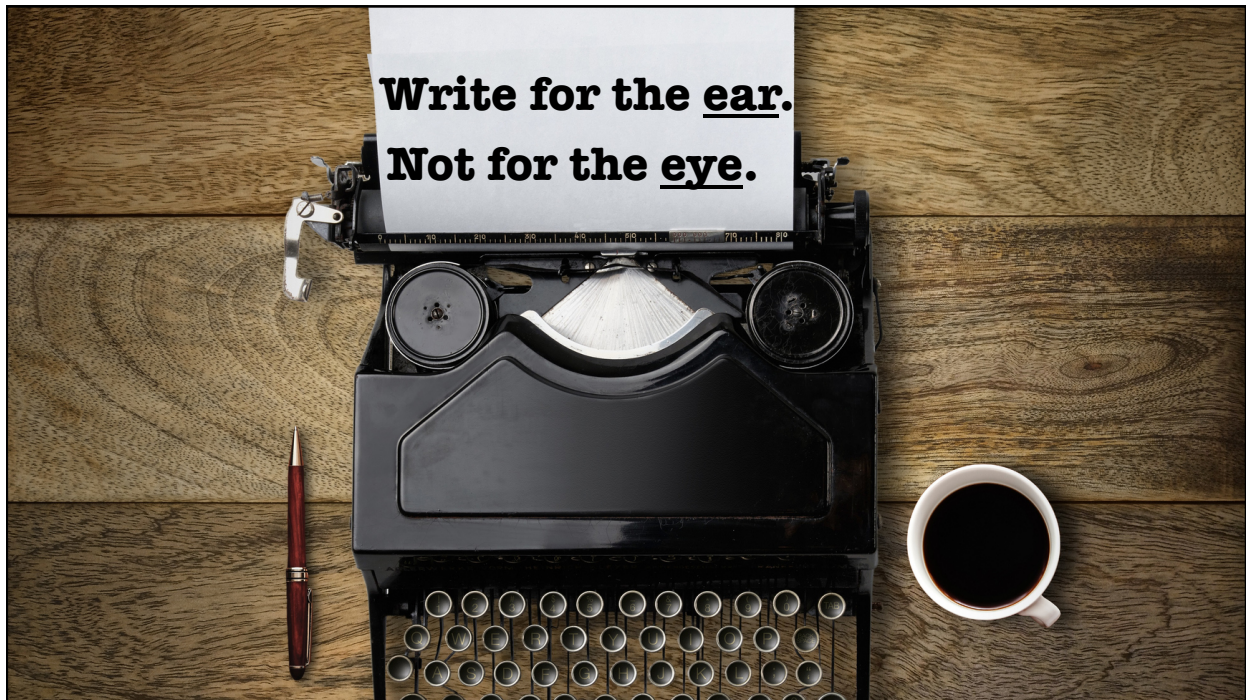


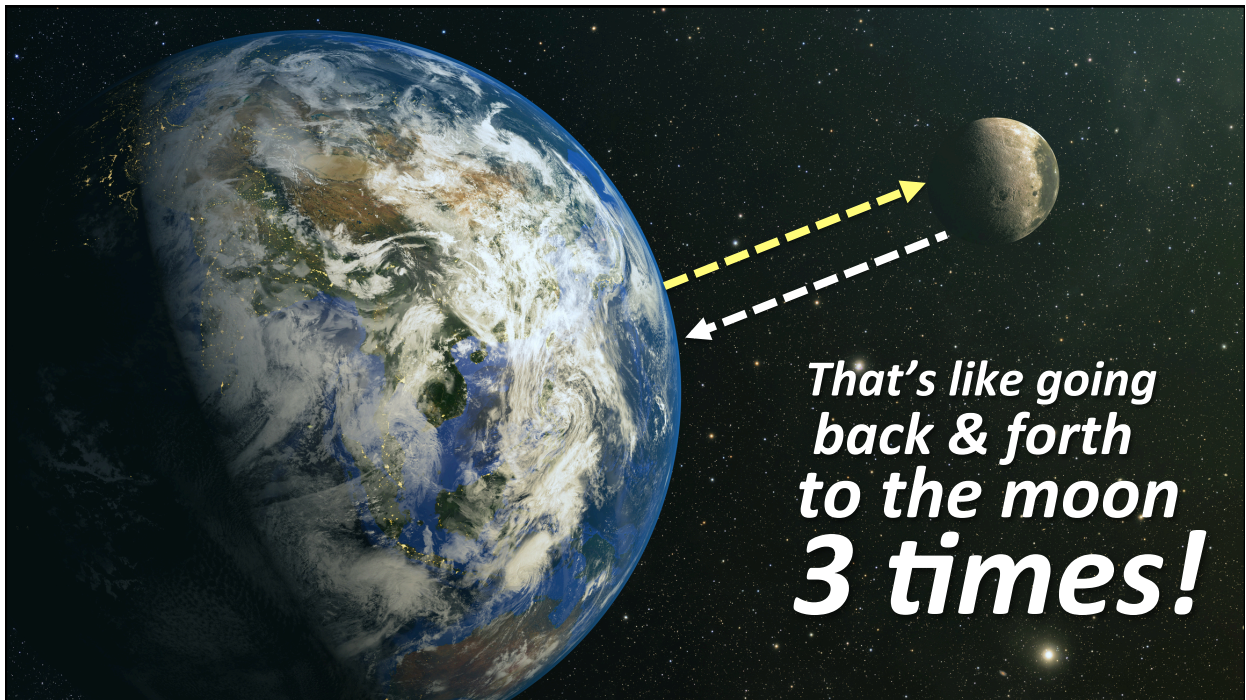
The Rhetorical Triangle

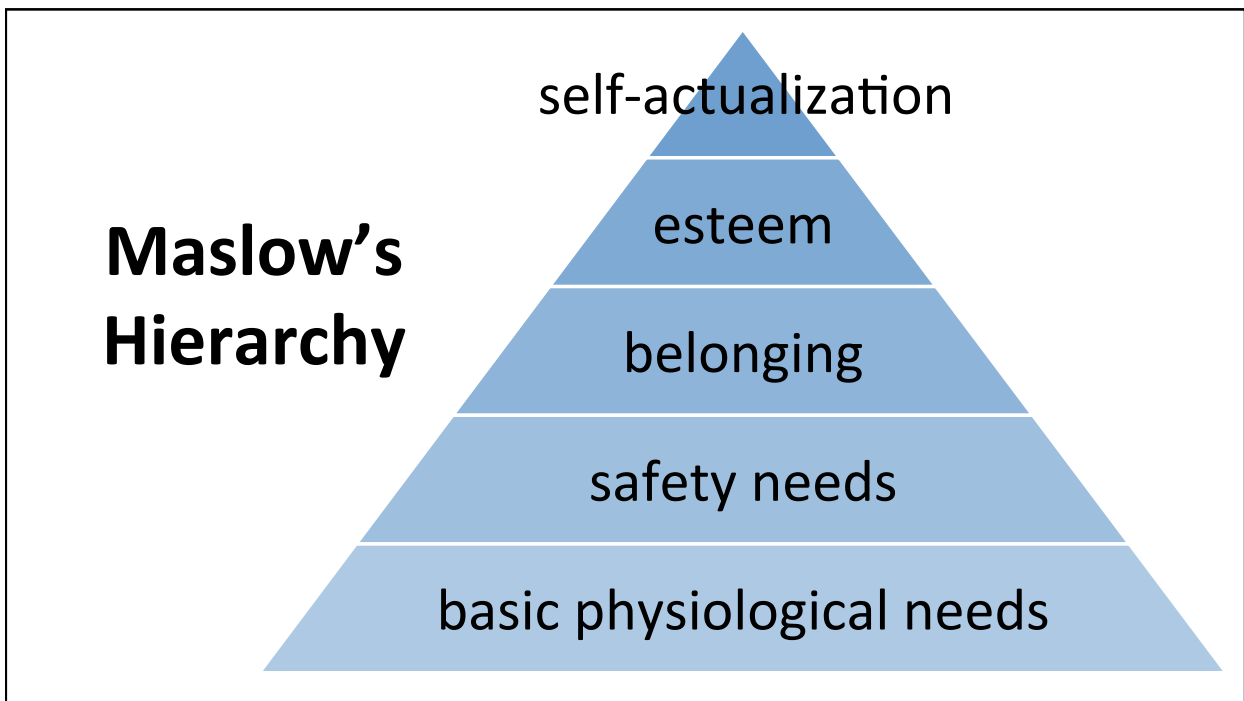












Monroe's Motivated Sequence

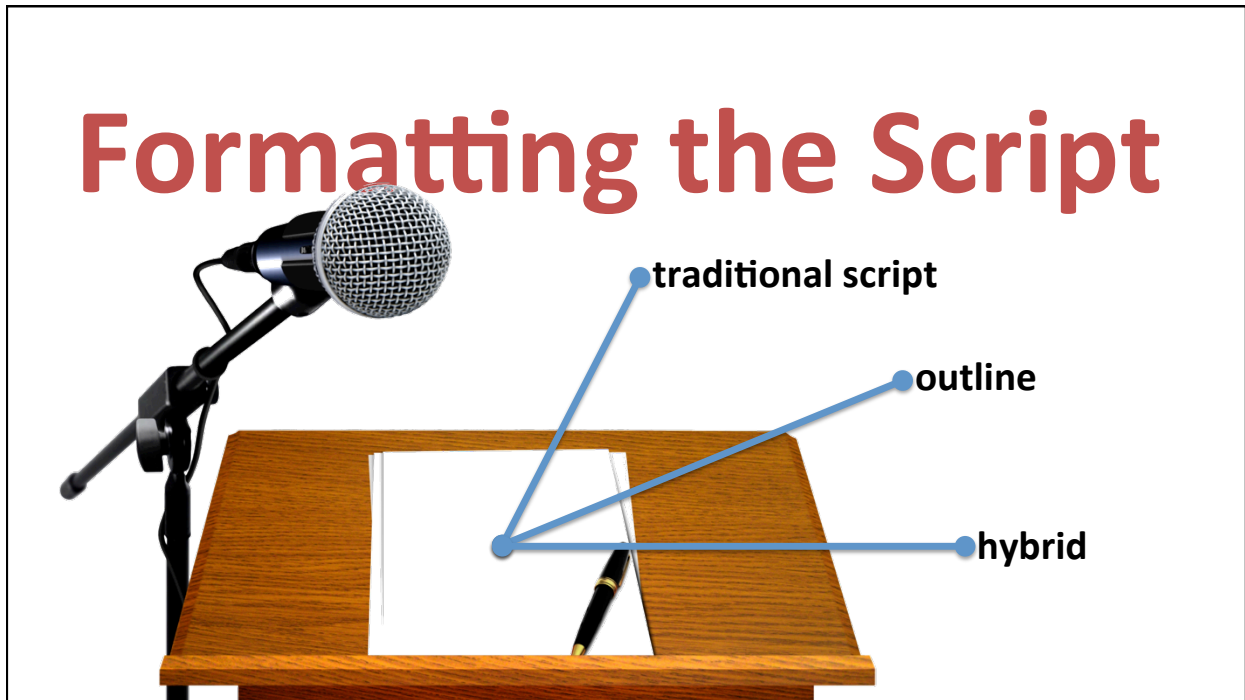
- 1. Attention:** Speaker establishes he or she has something interesting to say
- 2. Need:** Speaker describes need or needs being threatened
- 3. Satisfaction:** Speaker proposes a solution
- 4. Visualization:** Speaker paints a picture of future if solution implemented
- 5. Action:** Speaker tells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



COACHING

Helping
Your
Speaker
Succeed







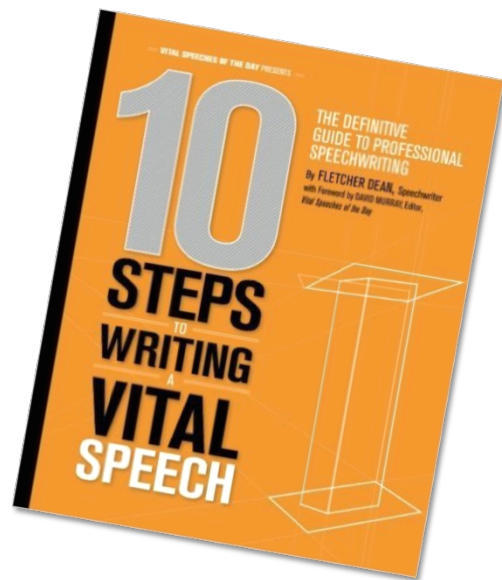


Valuable Resource

10 Steps to Writing a Vital Speech

By Fletcher Dean

[Available at Amazon.com](http://Amazon.com)



Valuable Resource

**Professional
Speechwriters
Association**



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

Questions?



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