

TUESDAY ASSOCIATES

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TO: Massachusetts Republican Legislative Candidates
FROM: Holly Robichaud & Ron Vining
RE: Resources for the Campaign Trail, Volume 7: Public Speaking Tips
DATE: September 5, 2006

PUBLIC SPEAKING TIPS

Having taught advanced public speaking courses, written speeches for and coached a number of candidates as well as delivered our own fair share of speeches over the years, below you will find some helpful tips you should consider when constructing and delivering a speech.

Sample Outline of your 6 Minute Stump Speech

I. INTRODUCTION (1.5 minutes total)

- A. Clearly Stated **Attention Getter** (Use of Humor, a Demonstration, Narrative / story or Shocking Statement / Stats)
- B. Clearly Stated **Thesis** (Thesis = Topic + Your Purpose which is to either Inform or Persuade, maybe both)
- C. Clearly Stated **Preview** (Give audience a guide to follow).

(Transition – short sentence which links parts of speech or two ideas so that the flow)

II. BODY (3 minutes total)

- A. **First Main Point** (with sub points / supporting information)

(Transition)

- B. **Second Main Point** (with sub points / supporting information)

(Transition)

- C. **Third Main Point** (with sub points / supporting information)

(Transition)

III. CONCLUSION (1.5 minutes total)

- A. Clearly Stated **Summary** (Reinforce your ideas by re-stating main points)
- B. Clearly Stated **Clincher** (Forceful, re-statement of Thesis! Think of it as a call to action or closing the sale)
- C. Clearly Stated **Tie Back** (Mirror Image of your Attention Getter)

Constructing the Speech Step by Step

STEP 1: **Invitation to Speak** before an Audience (If you are not asked by the group you want, find a way to get invited)

STEP 2: **Brainstorm** (Only after speaking with someone familiar with your audience, to aid in selecting an Appropriate Topic)

STEP 3: Determine Suggested **Topic Area & Length** (Be certain that both are Appropriate to Audience & Situation)

STEP 4: Set the **Thesis Statement / Clincher** (Topic of Speech + Your Purpose = Thesis)

STEP 5: Conduct **Audience Analysis** (Who are they? What is their stance on the issues you will be advocating?)

STEP 6: **Research** your Topic (Look for appropriate: Examples, Quotes / Testimony and Statistics to reinforce your ideas)

STEP 7: Set No more than **2-4 Main Points** for the **Body** of your Speech

STEP 8: Develop the **Preview / Summary** (Let's your audience know what is coming and then restates what you covered)

STEP 9: Start / End speech with a creative **Attention Getter / Tie Back** (Humor, Demonstration, Narrative or Shocking Statement)

STEP 10: Develop outline for **Notecards** / sheets (Never write out text of speech to be read before your audience)

STEP 11: **Practice** (Stand in front of a mirror, tape yourself, time yourself. Does your speech flow or is it choppy?)

STEP 12: **Modify** if necessary, **Practice, Practice, Practice...**

Now that you have constructed a well thought out and researched speech outline appropriately appealing to the wants, needs and desires of your specific audience – it is incumbent upon you to hit it out of the park with your delivery.

Candidates easily win over voters, supporters and donors by making a good impression when speaking

- Dress appropriately
- Never read!
- Be warm, friendly and conversational
- Make eye contact with the members of your audience
- If your natural voice cannot project above the crowd, use a microphone
- Avoid fidgeting and rocking / swaying from side to side
- Do not hold keys, pens or other objects in your hands while speaking
- Use the security of a podium to “hide” behind, as well as a place for you to rest your speech outline / notes (don't hold them)
- Watch your time – remember, most speeches from non-celebrities which are longer than 6 minutes are already 5 minutes longer than the audience really wanted to hear
- Public speaking is an honor the audience bestows upon the speaker, be respectful of this great opportunity
- Be passionate about your beliefs, issues and your candidacy – if you aren't who will be?
- Relax, take a deep breath and have fun with it!

Tuesday Associates is here to help Republican candidates win! If you need help writing your stump speech, preparing for a debate or are looking for speech coaching, please contact us. Visit our Web site at www.TuesdayAssociates.com to view the individual services offered to campaigns such as yours or to simply find Vols. 1 – 6 of our Resources for the Campaign Trail memos.

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