

## How To Make A Speech Memorable

**Start With Impact** – Don't waffle and have long introductions thanking everyone for coming and so on and on! Start with a relevant quote. Shock your audience with a startling statistic. Create interest with your first words, and you will keep the attention that once lost, especially at the start, is almost impossible to regain

**Overlearn Your Opening** – Being nervous is normal when you speak in public. It's the drive that creates the excitement and the passion in your voice. But nerves can make your mind go black! The remedy is to overlearn your first 2 – 3 minutes. By this, practice, practice and practice your opening. If it takes ten times to get it memorised, repeat it 30 times! The more muscle memory you can give to your opening the better. Once you've delivered these lines, the adrenaline will have lowered, and you can get on with your speech.

**Use A Repeatable Sound Bite** – Perhaps the most famous sound bite of all was, "I have a dream." These four words still echo across the decades and make that speech instantly recognisable and eternally memorable. The rhythm and the repetition of a phrase helps stick the key message in the minds of the audience.

**Write A Sticky Sentence** - Try to write the key message you want to communicate in a single sentence before you write the speech. Perhaps pose a question people want answered, or create a tension that needs resolving or point to a mystery they have been unable to solve. To make the speech memorable when editing keep coming back to that key sentence and asking yourself does this point add to that core message? If not, edit it out.

**End With Action** – It is claimed that audiences remember the first thing you say – (it's called primacy, and that's why we start strong) and the last thing you say (that's called recency) so we need to end powerfully and with a call to action. Why is the last thing you say so important? Because it's the first thing that your audience will remember about your speech! Don't fade out, finish with a strong statement that echoes your sticky sentence (your key idea) and then challenge the audience to do something, to take action on your words.

**Practice!** – You want people to remember your words and your speech for the right reasons! You don't want to be remembered for being boring, speaking too long or not saying anything that's worth taking the time to listen. Speech preparation should be for every one minute on your feet you need one hour in development. This preparation includes writing, drafting but above all practicing!! Speeches people forget may have had a great message but if it's not rehearsed well and delivered with passion it just goes the way of all the other forgettable speeches that are lost forever.

If you take these six action steps the next time, you are going to speak it will help make your words more memorable and help stick in the minds of your audience long after the applause has finished. That is the essence of a great speech.

Peter Billingham

The logo for 'The Artful Speaker' is written in a stylized, cursive font. The word 'the' is small and positioned above 'Artful'. 'Artful' and 'Speaker' are the main words, with 'Speaker' being larger and more prominent. The letters are black and have a slightly rough, hand-drawn appearance.