Speeches

IN A SENTENCE A speech is written to be heard, not read.

LAYOUT TEMPLATE

Speeches

Use this skeleton to plan your speech. The numbers follow the order in which the audience hears each part.

1. **Greeting** *Good morning, everyone.*
2. **Hook + who you are**
   question · story · prop · surprising fact
3. **Main message**
   what you want them to think or do
4. **Point 1**
   signpost · example · device
5. **Point 2**
   signpost · example · device
6. **Point 3 / the doubters**
   answer the audience's objections
7. **Conclusion**
   · sum up in a group of three
   · call to action
   · return to the hook
8. **Thank you.** *so they know to applaud*

My plan

BEFORE YOU WRITE

Who is reading?

Where will it appear?

Why are you writing?

HOW TO USE IT

The numbers show the order your reader meets each part.

Use the template to plan, not to copy. Adapt it to your reader, context and purpose.

Want more?

The full chapter in It's Alwrite! has the conventions, useful language, an annotated model and a checklist.