

Ans. 1. The audience is not the enemy.  
Don't try to get rid of our fear;  
harness it & consider it a constant  
companion which keeps us trying to  
do our best.

2. Determine what we want the audience  
to think, feel, or do:-

What is our objective in the speech.  
This should be simple enough on the  
back of a business card test. Write

down the message of the speech on the back of a business card.

3. Write speech word for word.

The purpose is NOT so that we can memorize our speech.

The purpose is so that we can edit it.

4. Bring life to the words with colorful images & examples.

This is where style becomes apparent.

Choose those words which evoke the audience's own imagination so that they start to experience what we are saying, rather than just hearing it.

5. Six words that can change the way you speak.  
Make a point, Tell a story.

We should have a point to our speech; rather than explain that point to our audience, we need to have them discover it through experiencing it as part of the story we tell.

6. Six emotions that will connect with any audience: happiness, sadness, anger, surprise, disgust & fear.  
Choose words which not only create an image but which evoke at least one of the emotions listed above.