**Key principles of Public speaking**

There are three key questions to ask yourself while preparing a public speech.

These are:

* Who are you talking to?
* What are you saying?
* How are you saying it?
* **Who are you talking to?**

Different people understand information differently. Here you consider the aspects of your audience including age and sometimes profession. You might have to use less technical words if your audience is not in the same field. Also depending on the age range of your audience, certain topics might be inappropriate. For example a speech on “Investment for the Next 20 Years” might be interesting to the youth and middle-aged people, but not as interesting to old people who might be done with the business of investing.

* **What are you saying?**

It is important to consider the relevance of what you say during the speech. For example, a speech on effective ways to minimize the spread of COVID-19 may not be relevant in 2024. Moreover, if a speech is about Web design and you include content like how sports are important to lead a healthy life, that is potentially a piece of irrelevant information. A speech should have one direction and not a mixture of different topics.

* **How are you saying it?**

The message of the speech is as important as the overall speech delivery. Our body language tells much about what we are saying. For example, if your eyes are focused on the ground, it might mean you are not sure enough about what you are saying. That will reduce the credibility of your speech. Similarly, the tone you use, or how fast you are speaking may indicate a point for attention or not. Also, pauses you take during the speech can mean that you thinking about the important thing you are about to say and at the same time give the audience time to digest what you just said.