



HOW TO DELIVER PREPARED SPEECHES

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Importance of preparing the content

A lot of you want to give your best shot while delivering prepared speeches.

I believe if you have written your speech by your hand and read it repeatedly, you would be able to deliver a remarkable speech.

Hence, I want to focus on content preparation.

If you are well prepared, the chances of you going blank decreases.

You need to choose the way that works for you. Though I would recommend pointers.

I am someone who can speak for hours with just 20 words in my presentation. However this wouldn't be the case for everyone else.

Whenever you prepare content, it streamlines your message.

A lot of people keep on getting ideas and it makes them confused.

A lot of them tend to include so much information that they fail to deliver a concrete message.

Honestly, the number of words doesn't matter but the impact matters.

When you have your content prepared, it projects your authority.

When you are prepared, you can deliver in a more effective manner.

When you are prepared, you can avoid deviating from the topic.

Hence people will get to know you have complete knowledge and authority over the topic.

Further, since you know the audience beforehand, you can create better content and connect well with the audience.

You can engage better since you have prepared, you can also keep questions ready at a particular topic to ask the audience.

Benefits of preparing the content

1.) Gives you confidence

If your content is prepared, you'll be more confident.

A day will come when you'll deliver confidently even without pointers; however it will take practice and require you to deliver again and again.

Once you know your content and audience, you will prepare accordingly, rehearse and then give your best.

It is simple if you are well prepared for an examination, your performance will be much better than in the other case where you are not prepared.

2.) Helps you memorize

At times, there are some facts and figures that need to be memorized as you can't deliver any wrong data.

Therefore, when you prepare your content and read it a couple of times you memorize it easily.

In fact, write your pointers a couple of times so that you can internalize the content and it will come naturally to you while speaking.

When you are well prepared with facts, figures, jokes, quotes. You rocking the stage is a sure shot byproduct.

3.) Gives you moments to inspire

It is important to motivate people.

The majority of people are waiting to get inspired in their life.

When you know your target audience and have time to prepare the speech, you can add relevant personal examples, stories and other inspiring stories which will inspire people.

Additionally, you can plan some activities like visualization wherein people focus on their dreams which will surely motivate and inspire your audience.

4.) Utilize your time

To avoid the under usage or over usage of time, you have to prepare.

When you prepare and practice, you'll know the average time you are taking and alter your content according to the time slot provided.

At the same time, I highly recommend you to practice before the camera which will not only tell the places of improvements but also the average time consumption which will further guide you to elaborate or shorten your speech.

How to prepare the content?

1.) Subject matter

Know your subject matter expertise.

Know what areas of your strength.

For example, you can ask me to speak on mindset, sales, and public speaking. I can go on for hours.

Similarly, identify what is that which comes naturally to you.

If you cannot think, your job is your area of expertise. If you don't have one then develop the same for yourself.

2.) Choosing a topic

If I am addressing school students, I may choose communication skills or mindset.

I'll not choose sales. I will choose a topic relevant for them.

You have to choose a topic wherein most of your audience can relate.

Thus understanding the demographics of your audience and their problems which you can help them with is the key.

It is simple - give people what they want.

3.) Understanding your audience

Understand the age, profession, location of your audience.

If I address school students, I'll include a lot of humour.

If I address marketers, I'll include a lot of statistics and figures.

This will only happen once I know my audience.

The more you know about the audience you are going to address, the better speech you can prepare by adding relevant content.

4.) Selection of the topic

Ensure that the first line of your topic is so interesting that everyone will be engaged.

If I am addressing college students on interview skills, probably my first line will make them realize their benefit.

For example, I might write about how to get the highest package offered in this college.

It is not just about selecting the right topic - rather portraying it in an excellent and attractive manner.

Just compare the two

A.) 4 Public Speaking hacks

B.) These 4 hacks will make you an impeccable Public Speaker.

Which is better?

Obviously, option B right?

Thus the selection of a topic in the best possible manner is a must.

5.) Objective

Be clear, do not deviate from the topic.

State the objective in the beginning as to what people will get from the session.

Interested ones will pay more attention.

Non-interested people will leave the session, much better than disturbing the session later on.

Further, no matter what humour, examples, facts, figures or stories you include. The end objective of conveying the message in a crystal clear way has to be achieved.

6.) Structure

Structured speech is always more impactful.

It is more to do with the psychology part of penetrating into people's minds.

Follow this structure:

- Purpose of the speech
- Logical flow of ideas
- Engaging opening to the speech
- Meaningful body
- Powerful conclusion

7.) Avoid plagiarism

Keep your originality intact.

Don't copy others' content.

In case you copy, kindly give the due credits.

Don't copy paste and portray it as it is yours. You can't fake it in the long run.

It also ruins your credibility.

Take inspiration from somewhere if necessary, match it with your experience and then convey it to people based on your experiential learning.

8.) Time slot

Respect the time slot provided.

Plan beforehand accordingly.

Don't complete early, the next speaker might not be ready.

Don't complete late, the next speaker will get less time.

Please make the best use of the time provided.

The best part about prepared speeches is you would have prepared beforehand keeping the timing in mind.

Thus, the timing would be taken care of.

9.) Relevant goals, needs and values of the audience

Address the relevant things that the audience needs.

Every student aims to get good grades. Address it.

Every college student wants to crack the interview. Address it.

Every marketer needs to earn more. Address it.

Provided you know it, else find something in your niche which will help your audience and speak upon it and empower lives.

10.) Share personal examples

Nothing can connect better than this.

I include a lot of them as long as they are inspirational or relevant to the topic.

Personal examples make the audience feel that you are one among them.

The best part is you don't have to learn or memorize them, they'll come naturally to us and thus will require less preparation from your end.

11.) Ask questions

Don't allow your audience to just sit idle.

Get them in the active learning mode.

Ask them common questions and get them to raise their hands or tell a yes or no.

Or

Ask individual questions.

When I see a person not paying attention, I make sure to ask a question either from the stage or by going right next to that person to get their attention back.

12.) Project Colourful Visuals

You can use images or pictures.

Visuals can spark interest, build emotional connections, clarify your words, explain abstract ideas, help draw conclusions, or increase understanding.

Each visual should be relevant to your message, convey an important point, be clearly understandable, and be visible to your entire audience.

Visuals should be used to make concepts easier to understand and to reinforce your message.

Further, you can make people visualize things.

I don't use a lot of images now because I can now make people paint picture things through my words.

13.) Begin with Jokes or Humorous stories

Who doesn't want to laugh and feel good?

However please ensure the joke is not political or religious in nature.

A speaker who uses humour well comes across as more human, more likable. This puts an audience at ease and makes people more receptive to your ideas.

Initially, until you have the authority don't crack the joke on others.

Prefer cracking on yourself or the situation.

14.) Add a story

Everyone loves stories.

Since childhood we have been fascinated by stories, may it be bedtime stories, grandmother stories, fairy tales, stories told by our parents, teachers.

Storytelling is a crucial component of effective public speaking.

It creates relevance for the audience, providing additional detail and mental visuals that bring to life otherwise dull, remote, or complex topics.

Stories give speakers the opportunity to tell personal stories that relate to the audiences' experiences, thought processes, or values.

Further, including stories helps your audience remember your statements or speech for later recall.

Stories help people to visualize and create a long-lasting impact.

15.) Keep it to the point

Don't beat the bush unnecessarily.

Keep it short, simple, understandable and to the point.

You want your speech to be organized because it will be more enjoyable, easier to understand and add credibility to both you and the speech itself.\\"

Furthermore, people will also remember the information better if it is organized.

16.) Good knowledge about the topic

It is advised to speak upon topics that you have a good command of.

Because if someone asks further questions, you can't mislead them or go blank.

It is much easier to give a speech if you thoroughly know the subject matter and are skilled in speaking techniques.

Lack of knowledge can result in anxiety and embarrassment. The audience responds better to a knowledgeable speaker.

A speaker who is skilled in platform techniques will know how to deliver a good speech in various circumstances and be able to adjust to unexpected changes.

However, the key is to start. Everyone starts from zero.

Initially, if you are not a subject matter expert, don't worry.

Gradually, you will be one.

Focus on developing the skill sets along with gaining knowledge.

17.) Conclusion

Reinforce the ideas you communicated.

This has to be strong as people will carry this with them.

Use your conclusion as an opportunity to summarize the main points of your speech.

Don't repeat your main points word for word; rather, paraphrase the key themes and arguments you have just presented.

Consider ending your speech with an additional anecdote or quotation that captures the theme of your speech.

18.) Record your speech

While practicing, record yourself.

Watch it, rectify it, re-record it.

Even the final presentation that you give on the stage, try to record it.

This is the best way of getting feedback.

See the things where you don't perform up to the mark and work on it.

Implementing all the above things will ensure that you deliver prepared speeches like a rock star.

Questions for you

(Please maintain a diary and answer all the questions)

Q1.) What is the importance of preparing content?

Q2.) What are the 4 benefits of creating content?

Q3.) Why should you become a subject matter expert? What is your subject matter expertise or Which industry do you wish to become an expert in?

Q4.) Why should you have an understanding of your audience? Be as descriptive as possible.

Q5.) How should you select a topic? Please share some topics in your industry.

Q6.) Why should you respect the time slot provided?

Q7.) Why should you ask questions? What questions will you ask in the topics you mentioned above?

Q8.) How does projecting colourful visuals help you?

Q9.) How should you conclude your speech? Write a conclusion for a topic you mentioned above.

Q10.) Why should you record your speech?

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