


**From:** Ray Wenderlich [ray@razeware.com](mailto:ray@razeware.com)   
**Subject:** Inspiration Speech Length & Outline  
**Date:** December 18, 2014 at 5:59  
**To:** [rwdevcon-speakers@raywenderlich.com](mailto:rwdevcon-speakers@raywenderlich.com)

RW

Hi all,

I've received a few rough drafts of inspiration speeches, and they are looking great so far but there are two common issues that I wanted to point out in case it's helpful for everyone else.

### 1) Speech length

The average speaking rate is 140 WPM or so - so you should aim for 2,200-2,500 words or so for your speech to reach the target [18 minutes].

Of course you'll have to tweak it to match your personal speaking rate, but this will give you an estimate of what to shoot for.

### 2) Write speech outline first

It is helpful to write an outline for your speech before you actually write it so it's clear how you have things organized. Here's what the outline for my speech looked like:

Opening

- 2009 reminisce - "feeling of excitement in the air"
- 2015 - indiepocalypse
- people have moved from individuals => teams

Resistance to join/make a team

- Feelings
- Fears
- These are counterproductive

Example of overcoming fears => benefits

- My story: former indie w/ blog
- Resistance to get help on site
- V talks me into it - led to huge benefits would have missed otherwise
- Think of myself not as indie, but part of a great team

Benefits of teams over individuals

- Camaraderie and fun
- Team reputation
- Teamwork lets you dream bigger

What does this mean to you?

- If you're indie
- If you're on a great team
- If you're not a not so great team
- iOS community
- RWDevCon community

Conclusion

- Don't fall into the same trap I almost did
- To me there's still this "feeling of excitement" in the air

By writing an outline like this, it helps make sure your speech has a clear structure and isn't just "rambling along". It also helps you see what you can flesh out to reach the desired word count/length as discussed above.

### 3) Reminder: Inspiration Speech Text Due on Monday

Just a final reminder that your inspiration speech text is due on Monday. Looking forward to it! :]

-----  
Ray Wenderlich

Blog: <http://www.raywenderlich.com>

Twitter: @rwenderlich

Join us at RWDevCon: <http://www.rwdevcon.com/>  
-----

