

# EFFECTIVE PUBLIC SPEAKING

## SKILLS & TECHNIQUES

You may think effective speakers are born that way. You'd be wrong! Public speaking is a skill that can be learned.

Most effective public speakers have worked hard to master effective speaking skills and good public speaking techniques. They may spend hours practicing, working with a coach, or taking speech courses.

With practice you too could become an effective public speaker. The good news is that, with the right public speaking techniques, you can improve your public speaking skills and become an effective speaker. In this tutorial, we've listed over 15 different public speaking techniques that can help you learn how to become an effective speaker.

### **What Is Public Speaking?**

Public speaking occurs when you give a speech before a live audience. It differs from other types of speaking, such as videos, which may be recorded. It's also different from online presentations, which are created and then uploaded to the Internet.

Public speaking has [many advantages](#), including improving your confidence level and giving you the opportunity to champion a cause you care about. Plus, having effective public speaking skills can help you find a job. Many jobs, such as an

instructor or sales professional, require you to speak in public. Even when a job doesn't include public speaking in the job description, employers still value candidates with effective public speaking skills. In one survey of 600 employers participants indicated that they felt [good communication skills were twice as important as managerial skills](#).

At this point you may be asking "what makes a good public speaker?"

The answer might seem easy: A good public speaker makes use of effective public speaking techniques. What are those effective public speaking techniques? That's what we're going to talk about in the rest of this tutorial. You can learn to become a more effective speaker by using the right techniques and practicing your public speaking skills. Here are some techniques to follow:

### **1. Care About Your Topic**

Passion goes a long way when it comes to being an effective speaker. The audience can tell if you're apathetic. If you don't care, they won't care either. Even worse, you can come across as a fake. On the other hand, if you sincerely care about your topic the audience will pick up on that too. They'll view you as being more authentic and believable. They'll listen more closely to discover why your subject is so important to you. And they're more likely to forgive any minor mistakes you might make.

### **2. Remember Your Speaking Goal**

We've all probably listened to at least one speaker who seemed to go on and on forever about nothing in particular. One reason why this happens is because the speech isn't focused enough. The speaker is trying to cover too much and ends up boring their listeners. Early in the process of developing your speech, identify the

reason why you're speaking. Make it a point to stick to this goal during your presentation. Don't get sidetracked or off-topic.

### 3. Support Your Main Points (Concrete, Correct Facts)

Every point you make in your speech needs to be supported with either an example, an illustration, or facts. When you're supporting a point, it's best to be as specific as you can be.

For example, in a speech about the importance of clean water this statement is too vague:

*"Many people don't have clean water."*

Stating this statistic from the [U.S. Center for Disease Control](#) is a more effective way to support your point:

*"Worldwide, 780 million people do not have access to an improved water source."*

### 4. Tell a Story

People love a good story. So, if you want to be a more effective speaker, tell a story. Storytelling is a great way to make your material more engaging and to relate to your audience. Make sure your story is relatable and relevant. If you're speaking is about your business, here are some examples of stories you may be able to tell:

- **A customer story.** The story of how your product or services met a need for a specific customer or solved a problem. Satisfied customers are often happy to share this.
- **Your company story.** The story of how your company came to be. This can be especially effective if it's customer-oriented.

- **A product development story.** The story of how you came to offer a new product (or service).

Of course, there are many other types of stories you could tell depending on the type of speaking you are doing.

## **5. Use Presentation Tools Wisely**

Slide presentations often get a reputation for being dull, but that's because many speakers are unaware of what their presentation tools can do and don't make the best use of all the features. To better engage your audience, learn how to use the more advanced features of your tool.

As an example, here are just a few ways you can use PowerPoint and Google Slides (with links to related tutorials):

- Add animations ([PowerPoint](#), [Google Slides](#))
- Add video ([PowerPoint](#), [Google Slides](#))
- Add audio ([PowerPoint](#), [Google Slides](#))
- Construct a timeline ([PowerPoint](#), [Google Slides](#))

And these features are just the tip of the iceberg. To really elevate your public speaking techniques, you'll want to learn everything your presentation software tool can do. Our tutorial series on [Google Slides](#) and [PowerPoint](#) are a good place to start.

## **6. Use a Professional Template**

While we're talking about presentation tools, let's also talk about presentation design. Your presentation design affects how your audience perceives you. Even if

you've memorized your speech, give it perfectly, and have the most amazing topic--your audience might still judge you negatively if your presentation design is sloppy and unprofessional. Of course, you could use a standard template (the same ones that everyone uses) or design your own template (costly and time-consuming). But a better plan is to use a professionally designed presentation template that you can easily customize.

The presentation templates from [Envato Elements](#) and [GraphicRiver](#), for example, are proven, easy-to-use, and professional. And there are hundreds to choose from--so you're bound to find one that meets your needs.

## **7. Practice Your Speech**

One of the most important public speaking techniques is often one of the most overlooked--practice. If you expect that you'll be an effective speaker without practicing your speech, you'd be wrong. One of the quickest ways to avoid public speaking failure is to try and give a speech you don't really know and haven't practiced.

The old saying, "practice makes perfect," really is true when it comes to developing effective speaking skills. The more you practice your speech, the more familiar it will be to you and the more comfortable you'll be giving it. Plus, practicing your speech is the only way to discover how long the speech will take and where you need to pause.

## **8. Work With a Coach (optional)**

If you're really serious about developing effective speaking skills, there's no better way than working with a speech coach or a speech teacher. A coach or teacher can

teach you the principles of public speaking and point out mistakes in your public speaking techniques that you wouldn't be aware of otherwise.

While you may be thinking that a speech coach is too pricey (and there are private coaches who'll teach you public speaking), you may be able to find reasonably priced public speaking help through one of the following organizations:

- [Toastmasters International](#)
- Your local community college
- [Public Speaking Meetup](#)

There may even be additional resources close to you.

## **9. Relax!**

It's normal to be nervous about public speaking. The numbers vary, but one study from The National Center for Biotechnology Information estimates that as many as [77% of us have a fear of public speaking](#). It's so common there's an actual technical term for fear of public speaking--glossophobia.

I'm not telling you this to make you more anxious, but rather to let you know that having some anxiety before giving a speech is perfectly normal. Still, you should try to relax if you can. You'll be more comfortable, and the audience will relate to you better too.

If there's something that normally calms you down in stressful situations, try using it right before you're due to speak. Popular calming techniques include:

- Meditation
- Exercise
- Positive affirmations

- Aromatherapy
- Music

The following tutorials can also help you fight your fear of public speaking:

## **10. Don't Worry About Mistakes**

One of the reasons so many of us fear public speaking is because we're worried that we'll make a mistake and embarrass ourselves in front of everyone. If this is your fear, let it go. Most audiences will understand if you make a mistake. And if it's a small mistake, the audience may not even notice it.

Of course, practice can dramatically reduce the likelihood of you making a mistake. The more you practice the better you'll know your speech--and mistakes will be less likely.

So, what should you do if you do happen to make a mistake? If it's a minor mistake, don't stop or apologize for your mistake as that only calls attention to it. Just continue on. If you make a big mistake, try using humor to diffuse the situation and then continue your speech. Your listeners will be impressed with how gracefully you handled things.

## **11. Pace Yourself**

When it comes to public speaking, a common newbie error is to speak too quickly. This is usually caused by a combination of nerves and not realizing how fast you're actually speaking. But talking too fast makes it harder for your listeners to understand what you're saying.

Effective public speakers know to pace themselves. They'll speak at a natural pace and work short, natural pauses into their speech.

It also helps if you remember to breathe during your speech. A surprising number of people hold their breath without realizing it when they're nervous (I'm one of them). But holding your breath will only increase your anxiety. So, remember to breathe deeply during the breaks in your speech. If your speech is a long one, taking a sip of water during a break can also help.

## **12. Add Visual Aids**

Visual aids can serve as a powerful illustration of your speech. Humans use their sight more than any other sense. So, if you can make your point by showing it to your listeners rather than describing it, they are more likely to remember it.

Be careful though. To be effective, your visual aid must be of high-quality and easily visible to all members of your audience. Avoid incorporating sloppy graphics into a slide presentation. Likewise, don't hold up a visual aid that's physically too small for those listening to see.

Discover [professional PowerPoint templates](#) on Envato Elements or [GraphicRiver](#):

## **13. Dress Comfortably, But Professionally**

What's the right outfit to wear if you want to be an effective public speaker? Well, there's no one answer. How you dress depends on who your listeners will be. But the general principle is that you want to dress professionally to make a good impression. Make sure to observe good grooming and hygiene rules too.



Many experts feel you should dress according to how your audience dresses. If the audience is dressed formally, you don't want to show up in shorts and a tee shirt. Likewise, if the audience is wearing shorts and a tee shirt, don't dress formally.

#### **14. Avoid Awkward Fillers**

"Um," "uh," "like." We all slip these filler words into our conversations without even realizing it. But overuse of these words during a professional speech can make you sound less than confident. If you can, break the habit of using these words to become a better public speaker.

Practice can help you eliminate these words from your speech patterns, but you may be so used to using them that it's hard to notice when you're doing it. This is where a speech coach, teacher, or friend would come in handy. They could listen for these words and help you break the habit of using them.

#### **15. Use Gestures (But Don't Overdo)**

Natural movement during a speech is a sign of an effective public speaker. Hand gestures and even taking a few steps across the stage can be good public speaking techniques as long as they're natural, purposeful, and not overdone.

Movement can make you appear more comfortable and help your audience relate to you. You've probably seen the stiff speaker who delivers their speech while standing stock still, hands hanging limply by their side. Which would you rather listen to? That stiff speaker, or a speaker who punctuates their speech from time to time with meaningful hand gestures?

#### **16. Allow Q & A**

Question and answer sessions (Q & A) are one of the most underused public speaking techniques. Many speakers just say what they're going to say and then sit down. What a waste!

The beauty of Q & A is that you get to hear your listeners' concerns directly and address them publicly, further strengthening your case.

You can prepare for a Q & A session by creating your own list of questions and possible objections that audience members may have (with answers). Study the list carefully so that you're familiar with it. If someone does bring up a point that you hadn't thought of, don't panic. They don't expect you to know everything. It's perfectly acceptable to take their contact information and tell them that you'll get back to them once you've got the answer.

## **HOW TO GIVE A GOOD PRESENTATION WITHOUT ANXIETY OR BEING NERVOUS**

Palms sweating, forehead burning, lightheadedness, room spinning, choking on air. And you haven't even hit the stage yet to give your presentation. Worse than that: you're probably a week out from the date of your upcoming presentation.

*Gasp! How will you ever be able to give a good presentation like this?*

If that sounds like your current worst-nightmare scenario, you're experiencing presentation anxiety. Which sucks, I know.

The good news? There are ways to fix it! In this article I'll give you 14 ways to give a good presentation without suffering from anxiety.

But first let's establish some ground rules:

### **What Is a Good Presentation?**

At its most basic level, a good presentation is one in which the presenter doesn't throw up on stage, and the audience doesn't fall asleep. Okay, that's a *very* basic level.

On a higher level a good presentation checks off these three boxes:

- **Informative.** A good presentation contains all the necessary information and only the necessary information to make a point. Showering your audience with extraneous facts and figures, no matter how accurate or valid they may be, will only send them into snooze-land.
- **Impressive.** Impressive doesn't mean that you've got to set off fireworks or arrange for Hollywood-style explosions to take place during your presentation. But it does mean that your presentation needs to [include visual content](#) to help impress your words onto your audience's mind. Visual content can be images, graphs, video, or even something as simple as expressive body language and meaningful gestures.
- **Storytelling.** The human mind loves stories. Both oral information and visual expression can quickly bore an audience if they've got no meaning, no structure, or greater purpose. But tie the two things together in an interesting series of events that take the audience on a journey, and you've got them hooked by the nose!

If you're looking for tips and ideas on how to give a presentation that inspires your audience to action, make sure you check out the following guide:

But you can't easily tell a great story and connect the informative points to your audience, if you let nerves get in the way of your presentation.

Today, we'll be taking things a step further and looking into how you can deliver an awesome presentation without letting anxiety or nervousness hold you back.

### **Worst-Case Scenario Management**

The thought giving a presentation can shoot your anxiety level off the charts because the act of speaking before an audience plays on some of our biggest fears as humans, which are: *the fear of failure and the fear of rejection*.

Now add to that mix the possibility that our failure may take the form of public humiliation on stage, and our rejection being delivered live from a booing audience, and you can easily see why presentations can cause paralysis by anxiety.

The best way to combat your presentation anxiety, *though it may sound counterintuitive at first*, is to think about the worst-case scenario. What's the worst thing that can happen?

You shouldn't think about this so you can wallow in your misery, but so you can take preventative measures against it and dispel your anxiety knowing that you're fully prepared.

In fact, worst-case scenario thinking is a concept that's often used in risk management to strategically plan how to tackle a big problem or major event. And in the case of how to give a good presentation your worst-case scenario planning looks like this:

## **14 WAYS TO ELIMINATE YOUR PRESENTATION ANXIETY**

### **1. Think About the Audience, Not Yourself**

No, I don't mean that you should imagine the audience in their underwear—or even naked! I don't know who came up with that idea, but in all honesty, it never helps me when preparing for a presentation. It just makes me feel awkward and embarrassed.

What I do mean is that you should shift your focus from yourself to your audience. The reason you're so anxious you can't breathe right now is because you're thinking about yourself:

- How will I appear on stage?
- What will the audience think of me?
- What if I mess us up?
- What if they hate me?

Well, no wonder you're biting your nails down to the cuticles!

Instead of thinking about all the ways you can mess up, turn the spotlight on your audience and think about all the ways you can help them by giving a good presentation:

- What will your audience learn from you in this presentation?
- In what ways will your presentation benefit your audience?
- How will your message or knowledge help improve people's lives?

Once you start focusing on the purpose of your presentation and the importance of that purpose for your audience, you'll realize that no one wants you to fail! Far from being there to judge you and see if you're any good, your audience wants you to give a good presentation. They want to learn something from you.

How can you best serve your audience? What should you tell them? Focus on them instead of yourself, and you'll feel your anxiety melt away.

## **2. Use Building Blocks**

Presenters often worry that they'll forget their words during the presentation. Well, so what if you do? I don't mean that you should freeze on stage and stand there saying nothing, but your presentation is about the core message you want to deliver, not about the specific words you use to deliver that message.

Whether your presentation will run for 20 minutes, 30 minutes, an hour, or even more, you can stay focused on your topic and keep your rhythm going by breaking down your presentation into 10-minute building blocks. Each building block should focus on just one point you want to make.

You can also visually structure your presentation around these blocks, by using section title slides that stand out visually. Notice below in the [Agio PowerPoint template slides](#) how different slides stand out to indicate a new section with a bold

heading. This simple technique breaks up the visual rhythm of your regular slides and allows you to quickly pinpoint where your blocks are.

Not only does this make it easier for you to remember your presentation than if you tried to memorize the whole thing off as one piece, but it also gives you a lifeline in case you “mess up.” Forgot one point and skipped ahead to the next one? No problem, just backtrack to your previous building block and pick it right up again. Knowing that all you've got to do is present three building blocks, for example, makes the task a lot less daunting than thinking about having to deliver a 30-minute presentation. And when you hit the stage you'll be much more relaxed, calm, and engaging.

### **3. Plan to Pause**

Another benefit of breaking down your presentation into 10-minute building blocks is that you can plan your pauses.

Hitting your pauses is just as important for giving a good presentation as hitting your main points is. Rushing through your presentation will not only leave you exhausted and breathless, but it'll also leave your audience feeling overwhelmed and lost.

Don't rush through your points, and don't rush your audience. Pause to give them time to consider what you said and to give yourself time to gather your thoughts and tackle your next point.

### **4. Prepare Your PowerPoint Early**

Whether you're presenting before an audience at a conference, or before a prospective client, you're likely to use visual aids such as a PowerPoint during your presentation.

And the worst thing you can do to yourself is to leave your visual presentation planning to the last minute. Even if you don't think about it consciously, knowing that you still have to prepare your PowerPoint can add unnecessary stress to the days leading up to your preparation.

As soon as you finalize your speech, get to work on your PowerPoint presentation and have it ready well in advance so you can relax and focus on perfecting your delivery.

If you're looking for cool and powerful presentation templates to complement your presentation, check out some of the [best, trending presentation templates](#) on Envato Elements. The [X Note PowerPoint template](#) is a great choice and one of the most popular for sale on our marketplace: And if you need more guidance about the features and advantages of recommended templates, browse through our [Ultimate Guide to the Best Microsoft PowerPoint Templates](#), or have a look at the curated articles below:

## **5. Practice, Practice, Practice**

Ever heard stand-up comedians talk about how they [prepare for routines](#)? Even though when you're watching them on stage it may seem like they're just improvising or coming up with jokes on the fly, the truth is that everything they do and say comes as a result of relentless practice and repetition—even their pauses.



And you'd be wise to follow the same advice when preparing your presentation to minimize performance anxiety.

### **Practice, practice, practice.**

And practice not just your words, but also your visual presentation. Practice what you'll say, what you'll show, what you'll do, and how the two will come together. Practice not until your presentation sounds rehearsed and memorized, but until you've so internalized your points that your presentation sounds natural.

## **6. Record and Review**

Body language can sometimes speak louder than words. Do you appear confident when you present your proposal to prospective clients? Do you appear knowledgeable or doubtful about your topic of expertise? Do you come off as friendly and approachable or stuck up and conceited?

You don't have to wonder about those things or worse worry about them. Take action and clear your doubts. Record yourself on your phone or camera and see how you look giving your presentation. Go over your recording and make notes for improvement.

Practice your presentation with friends or colleagues. ([graphic source](#))

If possible, ask some friends or colleagues over to act as your audience. Or practice in an open conference room with a group of your peers. Not only will it be better for you to practice before a live audience, but you'll also have their feedback on ways to improve your stage presence.

## **7. Get There Early**

Ever got stuck in traffic and arrived late at the office for a regular day's work? Stressful, wasn't it? What about running late for a meeting? More stressful, right? Knowing that others were expecting you and that you'd show up late making a bad impression.

Now imagine showing up late to your presentation. Yikes! How's that for a worst-case-scenario that can keep you up at night!

Instead of taking that risk or letting the anxiety of that possibility destroy your nerves, simply take the opposite route and plan to arrive early. As early as possible.

Arriving early gives you a chance to familiarize yourself with your surroundings so you can feel more at ease during your presentation. If your presentation will take place at a large event or a conference, you'll have the time to meet and greet the organizers, other presenters, or even some of the audience members before you go on stage.

Even if you can't get into the place of your presentation early (like, for example, you're presenting a project proposal to a prospective client), you can still take a walk near the building where you're presenting, relax, clear your mind, and prepare for your presentation without worrying about time, the traffic, or anything else extraneous.

## **8. Test the Technology**

Another benefit of arriving early is that you can ask to test the technology to make sure everything will run smoothly during your presentation.

Depending on the type and size of the event at which you're presenting, you'll have different levels of control and access to the technology beforehand. But asking to run a technology test before your presentation is always the smart thing to do.

And don't show up with just one version of your visual presentation on one device and hope, pray, and cross your fingers it'll work. That'll only kick your anxiety into overdrive just minutes before your presentation.

Always have your presentation saved on a variety of media (such as a USB, your laptop, and web-based storage space) that you can access in a variety of ways should anything go wrong. Have a cable that links your laptop to a projector? Take it along with you. You never know if you may need it.

Technology can sometimes fail us, but there's no reason to let that cause you anxiety. Simply prepare beforehand so you can remain calm during any mishaps.

## **9. Breathe Deeply**

Not just metaphorically. Literally. Deep breaths have been [scientifically proven](#) to help us relax, reduce our stress levels, and improve our outlook on the situation at hand.

Right before going on stage or entering the presentation room take 5-10 deep breaths slowly inhaling as much air as you can and slowly exhaling it back out. The practice will help you relax, focus, and dispel any minor anxiety that may still linger after your thorough preparation.

Feeling calm, centered, and confident, go up there and crush it! Give a good presentation, that's confident, and crush it.

## **10. Mingle With Your Audience**

Knowing that you've got to get on the stage and speak in front of a room full of strangers is enough to make anyone nervous, even the most experienced speakers. Consider chatting with your audience members before the presentation.

By doing so, you'll not only present yourself as more approachable, but you'll also feel less like you're talking to complete strangers, not to mention you might even find extra points to add to your presentation.

Another benefit of getting to know your audience before the presentation is that they'll feel more engaged with you, which increases the chances of them paying attention throughout the presentation.

## **11. Remember to Hydrate**

Dry mouth isn't uncommon when you're dealing with anxiety and it only gets worse when you've got to talk for a long period of time. A serious case of cottonmouth will only make your anxiety worse and leave you dealing with a Catch 22.

That's why it's important to stay hydrated throughout your presentation. Prevent cotton mouth by drinking plenty of water before your presentation, but do remember to hit the bathroom right before you start.

You should also have a glass or a bottle of water handy to take a drink during your presentation in case your mouth gets dry.

## **12. Smile**

It's a well-known fact that a [smile is the most recognizable facial expression](#). Some studies even suggest that people can recognize a smile from 300 feet away, not to mention a simple smile can instantly boost your mood.

The key takeaway: smile during your presentation. This will make you seem more approachable not to mention you'll put a smile on your audience's faces as well. It'll also make you appear more confident.

## **13. Exercise**

Getting regular exercise is a great way to combat anxiety in general as [physical activity](#) can reduce stress and anxiety-related symptoms. Hitting the gym the morning of your big presentation will ensure you get endorphins running high while keeping your anxiety levels low.

If exercise isn't a part of your routine, consider going for a short, brisk walk before your presentation. Some studies suggest that a 10-minute walk can have the same benefits as a 45-minute work so do make sure to get your blood pumping.

## **14. Avoid Caffeine**

While caffeine can help you remain alert, it can also raise your anxiety levels so cut back on coffee and any caffeinated beverages the day before and the day of your presentation.

Try replacing your coffee with a caffeine-free herbal tea, stay hydrated, and remember to eat a balanced diet with proteins to reduce your hunger.

### **Learn More About Making a Good Presentation (With PowerPoint)**

Once you've calmed your anxiety and feel confident about the presentation, don't forget to spend some time optimizing your PowerPoint slide deck. Making sure that your presentation design is top notch will also help you feel more confident.

[Designing a good presentation with PowerPoint](#) might seem daunting, but the good news is that there are tons of tutorials and resources to help you out. Here are a few recommended articles to get you started:

## **PRESENTING WITHOUT ANXIETY**

- How do you prepare for your presentations before a large or small audience?
- Which part causes you the most anxiety and which of these tips are you going to try?
- Do you have any other ways for combating presentation anxiety before going up on stage?

## **HOW TO WRITE A GREAT MOTIVATIONAL BUSINESS SPEECH**

At one point or another, it's likely you'll have to give a speech. It may be for business, or it may be for school. But you don't want to give just any speech. You

want to give a speech that your listeners will remember--a speech that motivates them to take action. In other words, you need to know how to make a speech memorable.

Motivational speaking is a good skill to have. It can help in both your professional and personal life. Most importantly, the ability to give a good inspirational speech enables you to influence others to make positive changes.

Learn how to write a motivational speech so you can help others make positive changes. In this tutorial, we explain how to prepare a motivational speech. We'll discuss what makes a good motivational speech. You'll learn how to write inspirational speeches. We'll also explore some of the tools you can use to make your speech more effective. And finally, we'll provide tips on how to give a motivational speech.

## **HOW TO PLAN A MOTIVATIONAL BUSINESS SPEECH**

You can't just jump right into writing your speech. A great motivational speech takes planning. Here are the planning steps you need to understand:

### **Step 1. Know Your Audience**

If you really want your speech to motivate your listeners, you need to understand who your listeners are. People respond differently to messages based on their interests and background.

Also, understanding your audience is how you find out what they're interested in so that you can appeal to those interests. It's that appeal directly to your listener's interests that will motivate them.

If you're a student, you likely have a head start in this area. It's likely that your listeners will be other students in your class. You may even know some of them personally. But you still have some work to do in this area. Learn what you can about the makeup of your class.

Here are some questions to research:

- Are most students full-time or part-time?
- What's the age range of the students in the class?
- Have they been at the school long?
- What are most of the students in the class majoring in?
- What are their interests?

If you're giving a business speech, you may not know your audience members personally. But you can still do some research to find out a little bit about them. Depending on whether your business markets to consumers or to other businesses, it's likely your audience will be made up of either consumers (the public) or representatives of businesses.

Either way, here are some questions to research:

- If audience members represent businesses, what's their job function?
- If your listeners represent companies, what's the size and industry of those companies?
- What are their concerns?



- What's the age range of the audience members?
- Are the audience members current clients, prospective clients, or a mix?

If you'll be giving your business speech at a public venue such as a conference, ask the conference organizers to provide you with demographic information about the conference attendees. If you'll be giving your speech at a private location, say a client's office, learn what you can about the company before you go.

Regardless of whether your audience is students, consumers, or businesses--be sure to take into consideration any cultural differences.

## **Step 2. Know Your Subject**

You may think that you know your topic already, but a general knowledge of your subject matter isn't good enough if you want to write a memorable speech. Look for the aspects of the subject that affect your audience directly. When you can, give specific details rather than generalizations.

For example, say *"75% of our clients save money in the first year"* instead of *"most of our clients save money."*

Don't forget to anticipate questions or concerns your listeners might have.

Research and find the answers. Plan to address the most common concerns during your speech, but remember the other questions in case you're asked about them afterward.

It also helps to have charts and graphs to illustrate and support your information.

### **Step 3. Have a Vision**

Know what you want your audience to do after hearing your motivational speech and plan your speech accordingly. Your entire speech should be focused on moving your audience in the direction you want them to take.

Explain why the subject of your speech is important to your audience. Describe how the next steps they take can make a difference. But be sincere. Remember, your audience won't care about your topic (or take action) unless you care. And they'll be able to tell if you care. You can't motivate an audience to care about a topic you don't care about.

Towards the end of your speech, ask your listeners to take the next step. Again, be specific. If you want your audience to perform a particular task, tell them what that action is and explain how to do it. If you want them to make a purchase, provide the information (such as a URL, phone number, or location) that allows them to do make that purchase.

## **HOW TO WRITE AN INSPIRATIONAL SPEECH**

Now that you've done some planning, you're ready to start writing your motivational speech. Here's how to write it:

### **Step 1. Use an Outline**

An outline helps you stay organized as you write your motivational speech. Your outline should have a beginning, middle, and end.

Start by writing the introduction and conclusion to your speech. Many speechwriters find this easiest to do during the outline step. The introduction is especially important because you need to capture and hold the audience's attention in it.

Once you've written the introduction and conclusion of your motivational speech, you're ready to add the main points (or middle) to your outline.

## **Step 2. Stay Focused**

In the main points of your speech, explain why the topic is important to your audience. Here are some common ways to show that your subject matter is important:

- Appeal to the audience's emotions or sense of justice.
- Show how different things can be.
- Explain how one (or more) of the listeners' problems can be solved.

As you add the main points to your outline, limit the number of points you plan to cover to three points (or four, at most). Too many points will cause your presentation to drag out and may even confuse your listener.

As you're narrowing points down, try ranking the points in importance from most important to least important. Keep your vision in mind during this ranking. Rank those points that relate to your vision or purpose for the speech higher. The other points should be ranked lower.

If you've got more than four main points on your outline draft, remove the lowest ranked points and focus on the higher, more relevant points.

### **Step 3. Be Conversational**

When your outline is complete, you're ready to write your speech. As you write your speech, adopt a conversational tone. Address your listeners directly. Show how each point relates to your audience members.

To be perceived as friendlier, avoid formal language and use short sentences. The goal is to write your speech so that it flows naturally and is easily understood.

Ideally, your speech should sound like you're talking to a friend. Avoid obscure phrases, legalese, and other speech patterns that are difficult to follow. If you'll be giving the speech in a language that's not native for you, you may need to enlist a native speaker to help you with this.

### **Step 4. Tell an Inspirational Story**

Some of the most inspiring speeches include inspirational stories. Stories can illustrate your vision for your audience in a concrete way.

But be real. Audiences can spot a phony story. Positive case studies and inspirational examples can be quite motivational. So, it's a good idea to include these if you've got them.

If you can get quotes that support your speech's points, use them too. Audiences love to hear the experiences of real people. Even better, record and play short videos (a minute or two) where customers or others share their experiences.

## **3. How to Make a Speech Memorable with Templates & Images**

Now that you've written a memorable speech, it's time to pull the entire presentation together. You'll do this by bringing your motivational speech into a presentation tool and incorporating graphics and other media. Follow these steps:

### **Step 1. Choose a Presentation Tool**

The presentation tool you use to give your presentation is important. Some tools are easier to use than others. And not all presentation tools are available in all venues. Make sure that the venue where you'll give your motivational speech supports the presentation tool you intend to use. If you're not sure, ask.

If you're required to use a particular presentation tool--for example, if you're a student--then the decision of what tool to use is easy. But if you can use any presentation tool you like, you may be wondering which one to choose. There are many choices available. This article compares three of the most popular presentation tools: Once you've selected a presentation tool, make sure that you can use it. Our [PowerPoint learning guide](#) and our [Google Slides learning guide](#) can help you get up to speed quickly.

### **Step 2. Use Templates**

Once you've chosen your presentation tool, it's time to start thinking about how your presentation will look. You want it to be eye-catching, but professional. A sloppy, unprofessional design distracts from your message. Avoid the following:

- using too many different fonts
- putting too much on a single slide
- clashing color schemes

Of course, you could design your own presentation template for your motivational speech. But that could take hours--especially if you're not a professional designer.

A better plan is to use pre-designed professional template such as those available through [Envato Elements](#) or [Envato Graphic River](#). With a pre-designed template, you'll get the use of template designed by a professional designer that can be customized for your specific needs. To get an idea of what types of templates are available, look at this article:

### **Step 3. Choose the Right Images**

A good presentation should also include photos, charts, and graphs to support the points being made. Powerful images can evoke emotion and capture your listeners' imaginations. They can play a large role in an effective motivational speech.

However, the images you use in your presentation must be professional to be effective. Sloppy graphs or poorly focused images make a bad impression and take away from your effectiveness. Make sure that any images you add to your presentation are of high quality.

If you're wondering where to find good quality images, look no further. You'll find a wide variety of [photos](#) and [other types of images](#) on [Envato Elements](#).

### **4. How to Prepare to Give Your Motivational Speech**

Once you've finished putting your speech into your presentation tool, you may think you're ready to give it. You're not. Follow these steps to make final preparations to give your motivational speech:

## **Step 1. Review and Revise**

Whether you're a student or representing a business, mistakes in your inspirational speech make you look bad. Review your presentation carefully to ensure that there are no errors in it. Here are some common mistakes speakers make:

- design mistakes like cutting a graphic off the edge of a page or words that flow off the edge of a slide
- factual errors, such as misattributing a quote or typos that make statistics incorrect
- spelling and grammar errors and other typos

After a careful review, fix any mistakes that you find before giving your inspirational speech.

## **Step 2. Practice**

Once you're sure that your presentation slides are error free, it's time for you to practice giving your speech. The more you practice, the more comfortable with it you'll be.

Practice is also important, because it can help you judge how long your presentation will be. Practice can also help you get the pacing right. After you've practiced your speech several times, you may decide to make a few minor adjustments to your inspirational speech so that it's easier for you to give.

Learn how to avoid some common presentation mistakes and discover other presentation tips in these tutorials:

## **Conclusion**

You've just learned how to prepare a motivational speech. Your speeches should now be more memorable and more effective at reaching your listeners. Now that you've learned how to inspire your listeners, you're ready to give your motivational speech. Good luck!