

**SUGGESTIONS FOR SPEAKER/PRESENTERS**

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1. ***Preparation.*** There are only five rules for presenting an effective speech, and the first three of them are: ***Rehearse, Rehearse,*** and ***Rehearse!*** Unless you really feel you need to, you don’t have to memorize your whole script, word for word. But your eyes (and, more importantly, your “inner ear”) should see/hear the words of your script ***at least five times*** before you actually give the speech. And you should try to perform *at least one or two* of your rehearsal “read-throughs” for a live audience (family, friends, work colleagues, neighbors, etc.), so that you can actually hear yourself giving your talk out loud. You’ll be absolutely *amazed* at how this “Five-Time Rule” will totally prepare you to deliver your remarks easily, fluidly, and comfortably.

4. ***Personalization.*** The one thing EZ Speech Writers *can’t* put into your speech is your own heart and soul. Your script has certain sections highlighted in yellow where you’ll need to fill in certain specifics, like names, dates, or places, and so on; some of the highlighted sections ask you to make choices about a piece of content or the form of its expression; and others are simply “stage directions” for you. We’ve left those “blanks” because we didn’t have enough information on your Order Form to fill them in ourselves. But however well your script might otherwise have captured the spirit of the moment: The feeling, the sincerity, the emotion . . . in short, the ***heart and soul*** of this speech . . . must come from you.

5. ***Presentation.*** Except if your speech is political or hortatory in purpose, don’t let yourself think of it as “giving a speech” or “delivering remarks,” or anything formalistic like that at all. Just think of it, literally, as ***having a conversation*** with your friends or colleagues, at home in your living room or kitchen, in the company cafeteria, wherever. Just think of it as “talkin’,” not “speechifying!” (This comes naturally, incidentally, if you apply the “Five-Time Rule” above before each and every speech you give, and this applies equally to formal, academic, scientific, and technical speeches as well.)

But one final word of caution on the topic of *Presentation*. There are two types of speakers in the world. There are fast speakers and there are slow speakers. The southern United States, for example, is known for the slow, laconic, almost “lazy” tempo of its version of English speech (which, down there, averages between 95 and 125 words per minute). On the other hand, first-time visitors to New York City are often flummoxed by the 140-165 wpm tempo at which that City’s natives speak naturally, every day, even when they‘re relaxing at Starbuck’s. The point is, slow speakers (wherever they’re from) tend to be slow listeners, too. And whereas fast listeners can put up with a slow speaker, slow listeners are a very bad audience for a fast speaker.

So the bottom line is: ***Don’t rush***. If you’re not used to speaking in public — and especially if this is your first time doing it — you’ll probably have a few jitters right before your presentation, just like 80% of *all* Americans would! But don’t let these jitters rush you through your talk “just to get it over with.” If you’ve followed the “Five-Time Rule,” then you’ve got the words down pretty well by this time. And if during practice you set your speaking pace at right around 125 words per minute, you’ll come across just fine with all audiences!

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