

SPEECH

PERSUADE. INSPIRE. MOTIVATE.

YOUR
WORDS
HAVE
POWER!

OPENING

Grab attention.

ADDRESS

Connect with your audience.

MAIN POINTS

Share your ideas.

APPEAL

Inspire feelings. Build support.

CALL TO ACTION

Encourage action.

ENDING

Leave a lasting impact.

PURPOSE



TO PERSUADE
AND INFLUENCE
AN AUDIENCE.

KEY FEATURES



KNOW YOUR
AUDIENCE



ASK
QUESTIONS



POWERFUL
LANGUAGE



REPEAT
KEY IDEAS



APPEAL TO
EMOTIONS



STRONG
ENDING

TENSES USED



PRESENT SIMPLE
for facts & opinions



PRESENT CONTINUOUS
for changes now



PAST SIMPLE
for examples



FUTURE (WILL)
for predictions & promises



MODAL VERBS
(should, must, can)
for advice & persuasion

DO



Speak clearly
and confidently



Use examples
and facts



Engage your
audience

DON'T



Use slang or
filler words



Go off topic



Read your
speech