

## Notes For Speech Writing with Bob Ferguson

- **One Method**
  - I use 1 method for all speeches different lengths for different speeches & different preparation periods all different
- **Speaker spectrum** content/preparation/notes – have to be prepared
- **How to get your subject**
  - Log – book ideas
  - Personal stories what you learn, audience benefits, who – universal appeal
  - Old Speeches – never throw away.
- **Pick one message/theme**
  - Pick from log book/db/experience
  - WC's what wisdom would you say to a 5 year old.
- **Pick 3 sub points**
  - Depends on speech length – up to 9 sub points split to 5-7 minute blocks
- **Use Haddon Colideer**
  - to check each sub-point delivers your message and is relevant to audience.
- **Work out structure**
  - Take sub-points and form into structure – 7 provided in the notes
  - Main issue with coaches.
- **Check you take audience on journey** - emotional roller coaster.
  - Don't keep audience low too long – Ed Tate – Laughter
- **Divergent Phase**
  - Lots of research only 30% used keep rest.
- **Writing phase**
  - Necessary to edit – KISS – 3 columns – Humour + Body Language scripted.
  - Pick Repeater phrase
- **Pick title** – Write end and beginning
  - Make sure strong hook at start
  - Make sure end relevant and if possible circular
- **Convergent**
  - Key points
- **No Transitions**
- **Rehearse**
  - Record/Listen
  - Random Cards
  - World Champion practice

Maya Angelou : People will forget what you said, People will forget what you did, But people will never forget how you made them feel.