1. **Your Speech is About Them, Not About You!**
   - Before you begin to craft your speech, consider who your message is intended for and why this information matters to them. Learn as much about your audience as possible; this will aid you during both the writing and speaking process. The more you know about your intended audience, the better you’re able to serve them with your words! Ideally, you’ll be speaking about a topic you already know well, but consider what you truly need in your speech versus loads of “filler” information. **Most importantly: always consider your audience’s perspective!** They are there to learn from you and your work, so take this amazing opportunity to teach them.
   
   **Keep Note of Your:** core message, your intended goal for the presentation, what impression you want your audience to leave with (both with your work and you as a presenter), and what you know about your audience/how that information can help you.

2. **Set the Scene: Command Your Audience’s Attention Through Your Introduction, Body, and Close**
   - **Introduction:** Begin with a commanding introduction! A personal story, a gripping quote, or a shocking statistic… something that grabs hold of your audience and unlocks their minds to your message. This will also give your audience a solid idea as to how the rest of your speech will go; a roadmap of your work. When writing your written introduction, consider your speaking introduction and whether or not you envision them being similar or not.
   
   - **Body:** When crafting your speech from your written material, remember: the purpose for your speech is to get your voice/work out to the masses; while the purpose for your audience is to learn something new! While writing your body, consider how those main points can be condensed and repurposed orally. This process may take some time, however, it’s important to keep the core values of your written work and merely transfer that information through your speaking voice.
   
   - **Conclusion:** Similar to your introduction, your goal is to leave your audience craving more information from the topic you just presented. When crafting your conclusion, give your audience something to go home and willingly ponder, or better yet, Google!
   
   **Keep This in Mind:** Create the framework for your speech during the writing process, even if it’s just via notes. Start writing down your overall goals for the presentation and its central theme, and keep note of this while you write your introduction, body, and conclusion. Note that your introduction, body, and conclusion will most likely shift during the writing-to-speaking process, and that’s OK! Academic writing typically shuns startling papers, however, in speeches, you physically need to grab the attention of your audience. So, consider a unique way to introduce not only your personal presence but the atmosphere of your oral presentation. While your speech is about your audience, the creative control is in your hands, so have fun!

3. **80% Control, 20% Fun**
   - **Control:** Know your material well enough to present it without worry you may forget the information.
   - **Fun:** Let your unique personality shine through and be yourself!

   **Remember:** You establish credibility two ways through public speaking. First, through your well-organized and researched material. Second, through your ability to connect with the audience and show them you’re more than just a talking head on stage… you’re a real person! By showing the audience the real you, your audience will automatically begin to trust in your overall work and presentation.

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