

# Organizing Your Speech

## *What A Successful Opening Does*

- It gets the audience's attention
- It introduces the topic
- It helps the audience relate to the speaker's message
- It takes five to ten percent of the total speech time

## *Techniques*

- Explain why the topic is important
- Make a surprising statement
- Create suspense or curiosity
- Tell a story or anecdote
- Ask a rhetorical question
- Begin with a quotation
- Refer to the occasion

## *What A Successful Conclusion Does*

- It gives a feeling of closing
- It reviews the main points
- It makes an impact
- It takes five to ten percent of the total speech time

## *Techniques*

- End with a quotation
- Tell a story or anecdote
- Call for action
- Ask a rhetorical question
- Refer to the speech's opening
- Summarize your main points

## *Suggestions*

- Write out your opening and conclusion and memorize them
- Do not introduce new information that you may have forgotten in the speech's body when delivering your conclusion
- End on time

from The Better Speaker Series *Beginning Your Speech* (Item #270) and *Concluding Your Speech* (Item #271), available from the Toastmasters Supply Catalogue.